中國報紙雜誌指南

CHINA PUBLISHERS' DIRECTORY

新聞報
SIN WAN PAO
新聞夜報
Sin Wan Pao Evening Edition
日夜兩刊　銷數最多　登廣告　刊效力最大
LARGEST CIRCULATIONS
BEST ADVERTISING MEDIUMS

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PUBLIC
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THE SHUN PAO

申報

Is the oldest and most widely read newspaper in China. Established in April, 1872, it enjoys the prestige of being the forerunner of public opinion and its editorial comments are widely quoted by foreign publications. It has an international circulation covering all parts of the world wherever there are Chinese citizens. Is the national paper of China, its daily circulation, 150,000 copies, being equally divided between Shanghai local and other parts of the country. Is the most influential among all newspapers in China.

An advertisement in the SHUN PAO is read by at least 150,000 families daily, in all parts of China. The SHUN PAO is the best medium for foreign advertising as only people of high purchasing power, like the readers of the SHUN PAO, buy high-class imported goods. The SHUN PAO renders expert services to foreign advertisers and offers advices in advertising matters.

Besides news, the SHUN PAO has other regular features. A movie supplement is a daily feature (including Sundays); the automobile supplement appears each Wednesday, while the roto-gravure picture supplement appears every Monday and Thursday. No extra charge for advertising in each issue of the SHUN PAO newspaper carrying these features.

309 HANKOW ROAD SHANGHAI

新手

Please Note

For certain publications not listed in the main section of the Directory, please refer to the Supplementary List at the back of the book.

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Open daily from 8.30 a.m. to 8 p.m.

Sundays from 10 a.m. to 1 p.m. & 2. 30 p.m. to 8 p.m.

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CHINA PUBLISHERS' DIRECTORY

A PRACTICAL GUIDE TO
NEWSPAPERS AND PERIODICALS
FOR CHINA ADVERTISERS

FIRST EDITION

Published by

CHINA COMMERCIAL ADVERTISING AGENCY

40 HONGKONG ROAD, SHANGHAI, CHINA

1934

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October, 1934, Shanghai.

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FOREWORD

THE last ten years have witnessed in China a steady growth in Advertising. Both the advertisers and the buying public have shown a keener interest in and appreciation of the various forms of advertising employed in China. As far as the results obtained by the advertisers here are concerned, the newspapers and magazines have proved to be one of the best mediums. The fact that a major portion of advertising appropriations for this market is allotted annually to leading publications points conclusively to their importance and effectiveness.

With this growth there is an increasing demand by the China advertisers, both in this country and abroad, and their advertising agents for more information concerning the publications and the localities in which they are published, in the form of a directory designed for easy, quick and dependable reference. To meet this demand, we have ventured to publish this directory.

This directory represents the result of many months' tireless investigation and compilation by the C.C.A.A. In compiling it we have kept in mind two major points: (1) the provision in a convenient yet comprehensive form of the type of information expected in a good newspaper directory; (2) the inclusion of a large number of what may be called "geographical notes". In addition, a complete index to the cities, newspapers and periodicals is included in order to make the book serviceable alike to advertisers, publishers, advertising agencies, and business men.

Limited facilities in some smaller interior cities have somewhat hampered our efforts in securing as complete information as may be desired, but in such cases, our own records which are periodically revised and kept fairly up-to-date, are resorted to for the necessary data.

We are extremely glad to offer this informative book to the public, and trust our initial efforts will meet with general approval.

We must gratefully acknowledge the liberal cooperation extended to us by various publishers as well as the generous support of the advertisers, all of which have helped to make possible the appearance of this book.

C. P. LING

China Commercial Advertising Agency,
Shanghai, October, 1934.

C. P. Ling

C. P. LING (Ling Chen-ping)

林振彬字吟秋

LING CHEN-PING, (林振彬) better known as C. P. Ling, was born in 1896 at Foochow, Fukien Province. He received his early schooling at the Anglo-Chinese College in his native city. In 1910 he successfully passed the competitive examination given by the Provincial Authorities and was sent the following year to Tsing Hua College, Peking to undergo a period of six years' preparatory education. After graduating from Tsing Hua in 1916, he was sent on the Boxer Indemnity scholarship to the United States for higher education.

In America he was advised by the President of Tsing Hua College, Dr. Y. T. Tsur, to enter the University of Rochester, New York. In 1918 he graduated from the said institution with highest honors. He was elected to both Phi Beta Kappa and Delta Upsilon. Mr. Ling finished his post-graduate work at Columbia, where he received his M.A., and later attended New York University. He specialized in Psychology and Advertising. In 1922, he returned to China and has since become one of the leading members of the advertising profession.

Mr. Ling has had extensive experience in advertising. From 1919 to 1922, he was connected with several advertising agencies in New York. From 1922 to 1926 he served in the Commercial Press, Ltd., as the manager of the China Publicity Company, and as manager of the Commercial Press, Hongkew Branch. In 1926 he resigned from the Commercial Press, Ltd., and founded the China Commercial Advertising Agency, of which he is now the proprietor and general manager. To-day this agency is in close touch with over 100 publications in China, and directs the advertising campaigns in this country for a number of well-known manufacturers, both local and abroad. During the last four years Mr. Ling has been a lecturer on advertising at the Downtown School of Commerce, University of Shanghai. In the years 1931-33, he served as a director of Bakerite Company, Fed. Inc., U.S.A. He is a member of the Shanghai Bankers' Club, American University Club, Pan-Pacific Association and other social organizations. Mr. Ling says that his ambition, as well as his motto is: "More Effective Advertising and Better Agency Work in China."—*from "Who's Who in China" published by the China Weekly Review.*

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A NEWSPAPER MAP OF CHINA

Scale 1:18,000,000

Miles

Kilometres

PRINCIPAL CITIES

Anhwei Province
1. Anking 2. Suanchen 3. Pengpu 4. Wuhu

Chahar Province
1. Kalgan

Chekiang Province
1. Chuki 2. Hangchow 3. Fenghwa 4. Huchow 5. Hwangyen 6. Kashing 7. Lanchi 8. Ningpo 9. Pinghu 10. Shangyu

Chinghai
1. Sining

Fukien Province
1. Amoy 2. Chuanchow 3. Foochow 4. Sienyou

Honan Province
1. Chengchow 2. Fukow 3. Kaifeng 4. Lanfeng 5. Loyang 6. Menghsien 7. Weisze

Hopei Province
1. Peiping 2. Taming 3. Tientsin

Hunan Province
1. Changsha 2. Changteh 3. Fenghwang 4. Hengyang 5. Lihsien 6. Siangtan 7. Taoyuan

Hupeh Province
1. Hankow 2. Ichang 3. Shasi 4. Wuchang

Jehol Province
1. Chengteh

Kansu Province
1. Lanchow 2. Pingliang 3. Tienshui 4. Tsiuchwan

Kiangsi Province
1. Kiukiang 2. Nanchang

Kiangsu Province
1. Changchow 2. Changshu 3. Chinkiang 4. Haimen 5. Hinghwa 6. Hsuchow 7. Kiangying 8. Nanking 9. Nantung 10. Pukow 11. Shanghai 12. Siaohsien 13. Soochow 14. Suchien 15. Sungkiang 16. Tsingkiangpu 17. Tungtai 18. Wukiang 19. Wusih 20. Yangchow 21. Yencheng

PRINCIPAL CITIES

Kwangsi Province
1. Kweilin 2. Nanning 3. Wuchow

Kwangtung Province
1. Canton 2. Liuchow 3. Chungshan 4. Fatshan 5. Hokshan 6. Meihsien 7. Sunwei 8. Swatow 9. Taishan 10. Hoihow 11. Hongkong 12. Macao

Kweichow Province
1. Chihshui 2. Kweiyang

Manchuria
(A) Linoning: 1. Dairen 2. Mukden
(B) Kirin: 1. Changchun 2. Harbin 3. Kirin
(C) Heilungkiang: 1. Tsitsihar

Mongolia
1. Urga

Ninghsia Province
1. Ninghsia

Shansi Province
1. Luan 2. Taiku 3. Taiyuan

Shantung Province
1. Chefoo 2. Tsaohsien 3. Tsinan 4. Tsingcheng 5. Tsingtao

Shensi Province
1. Sian

Sikang
1. Kangting

Sinkiang
1. Tihwa

Suiyuan Province
1. Kweisui 2. Paotow

Szechwan Province
1. Chengtu 2. Chungking 3. Hsinfan 4. Pengan 5. Santai 6. Tachu 7. Tienkiang 8. Wanhsien

Tibet
1. Lhasa 2. Shigatse

Yunnan Province
1. Kunming

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MAP OF CHINA SHOWING POSITION

OF **ANHWEI** PROVINCE

AREA: *54,826 square miles.*

POPULATION: *20,198,840.*

IMPORTANT CITIES: *Anking, Pengpu, Wuhu.*

ANHWEI PROVINCE

ANHWEI is situated between Honan and Kiangsu Provinces on the west, north and east, and is bounded on the south by Hupeh, Kiangsi and Chekiang. The province has a population of 20,198,840 inhabitants, in an area of 54,826 square miles, thus making 368 persons per square mile. The population is unevenly distributed, the ratio of population to area being highest in the north, and decreasing as one proceeds south.

The principal cities of this province are Anking, Wuhu, Pengpu, Fengyang, Hweichow, Taiping, Pochow, and Hofei.

The Yangtse River which divides the province into two parts, passes through a district which produces large quantities of tea, wheat, rice, and Chinese ink, known to the world as Indian ink. The tanning and selling of hides, and shipping of the agricultural products of this district make up the commercial activity of this province.

The hills which separate the two basins and those shutting in the Yangtse valley from the south are namely: the Hwang Shan, the Makin Ling and the Liang Shan which are denuded of their ancient forests, but their lower slopes have been cultivated and now grow excellent tea. The Hwo Shan, which divides the basin of the Yangtse from that of the Hwai, contains some very beautiful scenery, and in places these mountains rise to a height of 6,500 feet, though the average height is not more than 2,500 feet. The Hwang Shan to the south of the Yangtse is a very complicated range, especially in the neighbourhood of Hweichow, but its valleys are highly cultivated. This range at its greatest is nearly 6,500 feet. The whole province has a gentle easterly slope, abundant in rivers which are important not only as means of communication, but an important factor in irrigation.

ANKING (安慶) is the capital city of the province of Anhwei with a population of 120,000. The city is a river port situated on the lower stretches of the Yangtse River. Its location makes it one of the more important ports on the River. The chief commercial activity of the city is the shipping of the agricultural products of the surrounding territory, with rice and wheat the two most important products shipped. Most of the imports come from Shanghai.

ANHWEI SHANG PAO (Anhwei Commercial Press) (安徽商報)
Established August, 1921
Published every morning in the Chinese language including Sundays.
Circulation: 1,450 copies, 43% locally and 57% to outports.
Number of pages: One sheet of 4 pages.
Size of type-page: 13″ × 20″.
Number and size of columns: 8 columns per page; each column measures 13″ × 2½″.
Publishers' Remarks: This publication has been in existence for 13 years, its objective being to promote the commercial interests of domestic as well as foreign trade. We are not subsidized by any government organization, and our criticisms and comments have always been impartial.

ANKING SIN PAO (The New Press of Anking) (安慶新報)
Published daily in the Chinese language including Sundays.
Established June, 1932.
Circulation: 400.
Number of pages: 4.
Size of type-page: 9″ × 14″.
Number and size of columns: 4 columns in a page, each column measuring 9″ × 3½″.

KUO SZE KWAI WEN (National Express) (國事快聞)
Established April, 1932.
Published daily in the Chinese language.
Circulation: 500 locally.
Number of pages: 4.
Size of type page: 9″ × 14″.
Number and size of columns: 4 columns in a page, each column measuring 9″ × 3½″.

MIN YEN PAO (The People's Press) (民巖報)
Established since 1912.
Published daily in the Chinese language including Sundays.
Circulation: 600, of which 60% is circulated locally and 40% is sent to outports.
Number of pages: 2 sheets of 4 pages each sheet.
Size of type-page: 13½″ × 19½″.
Number and size of columns: 6 columns in a page, each column measuring 13½″ × 3¼″.

SIN HWAN TUH (The New Anhwei Press) (新皖鐸)
Established March, 1922.
Published every morning in the Chinese language including Sundays.
Circulation: 500, of which 60% is circulated locally and 40% is sent to outports.
Number of pages: 2 sheets, 4 pages to each sheet.
Size of type-page: 12¼″ × 19½″.
Number and size of columns: 6 columns in a page, each column measuring 12¼″ × 3¼″.

HOFEI (合肥) is an important city in North Anhwei and is connected by four motor highways with the outlying districts. Hofei has a population of 70,000. Industrially, the city is quite prosperous. It is best known as the birthplace of Li Hung-chang, the great Viceroy.

MIN SHENG PAO (People's Voice) (民聲報)
Established February, 1928.
Published every morning in the Chinese language including Sundays.
Circulation: 600 copies, of which 80% is circulated locally and 20% in outports.
Number of pages: one sheet of four pages; each page contains 4 columns; each column measures 8″ wide by 3 ″ deep.
Size of type page: 8″ × 12½″.

PENGPU (蚌埠) with its 90,000 population, is situated at the intersection of the Tientsin-Pukow Railway line in the centre of North Anhwei. It is midway on the Huai Ho Canal, connected by motor roads to all other districts. Its importance as a commercial centre is above Anking, the capital city, and is

in equal rank with Wuhu. It is therefore one of the most flourishing cities in North Anhwei.

HUAN PEI SHIH PAO (North Anhwei Times) (皖北時報)
Established March, 1932.
Published every morning in the Chinese language including Sundays.
Circulation: 2,000 copies, of which 60% is circulated locally and 40% in outports.
Number of pages: 1 and one-half sheets.
Size of type-page: 8½" × 13".
Number and size of columns: 6 columns, each measuring 8½" × 2¼".
Publishers' Remarks: This publication is planning to enlarge its volume.

TA HWAI PAO (The Great Hwai-ho Press) (大淮報)
Established July, 1932.
Published every morning in the Chinese language including Sundays.
Circulation: 2,100 copies, of which 60% circulates locally and 40% in outports.
Number of pages: 1 sheet of 4 pages.
Size of type page: 13¾" × 19¼".
Number and size of columns: 5 columns per page, each column measuring 13¾" × 3¾".

SUANCHEN (宣城) is an important city in the southeast of the Province. Here is the center of four highways. In the north, one goes to Wuhu, and the other runs as far as Nanking. The eastern highway crosses the border to Huchow in the Chekiang Province. By the southern trade route, one can travel as far south as Kingtechen where the famous Kiangsi porcelain is made.

MIN SHENG PAO (People's Voice) (民聲報)
Established May, 1932.
Published daily in Chinese.
Circulation: 1,500; outports 40%, local 60%.
Number of pages: One sheet of 4 pages.
Size of page: 14" × 21".
Size of column: 14" × 3½".

WUHU (蕪湖) with a population of 181,000, is the most important commercial port in the Province of Anhwei. It is located midway in the Yangtsze Valley, connected by waterways with Hofei in the north and with Suanchen in the south. All exports from the central and southern parts of the province, such as rice, cereals, silk, cocoons, tea, hemp, bamboo, timber, and eggs, pass through Wuhu for transportation.

WUHU KUNG SHANG JIH PAO (Wuhu Industrial & Commercial Daily News) (蕪湖工商日報)
Established October, 1915.
Published every morning in the Chinese language including Sundays.
Circulation: 3,280 copies, of which 45% circulates locally and 55% in towns and suburbs in Central and Southern Anhwei.
Number of pages: 2 sheets of 4 pages each sheet.
Size of type-page: 14¾" × 19½".
Number and size of columns: Each page contains 5 columns and each column measures 14¾" wide by 4¼" deep.

CHEKIANG PROVINCE

CHEKIANG is a sea coast province with a population of 24,139,766. Its eastern boundary is on the Pacific Ocean, the northern boundary borders on the province of Kiangsu, Fukien Province is on the south of Chekiang while Kiangsi and Anhwei are both to the west of the Province.

The Province covers an area of 36,680 square miles making it the smallest of China's provinces. The density of population is 657 to the square mile.

The south and west is mountainous, and is noted for some of the most beautiful scenery in China.

The principal cities of Chekiang are:

Hangchow	Tinghai	Kashing	Kinhwa
Ningpo	Taichow	Huchow	Fenghwa
Wenchow	Shaohing	Nanzing	Haining

Chekiang is rich in rivers with the Chientang-kiang, rising in the Tayuling mountains and flowing across the Province from southwest to the northeast, through picturesque country and empties its waters into Hangchow Bay. The two rivers flowing from west to east are the Lin-kiang and the Ou-kiang. On the northern bank of the former is the city of Taichow, while Wenchow is on the latter.

The Chientang-kiang river is navigable above Hangchow by native crafts and small steamers. Larger steamers are able to reach Ningpo by sea. The whole of the northern section of Chekiang is a network of lakes, small creeks and canals along which native boats are used.

Brass and copper ware is manufactured at Kashing.

The Province is known to have deposits of coal and iron, but the mines are almost undeveloped. Silver, soapstone, alum, emery, lime gypsum and salt are also exported.

Local dialects and Mandarin are spoken. The British Consulate of Ningpo is administered by the British Consul-general in Shanghai.

Japan has a consular representative at Hangchow.

Both Roman Catholic and Protestant missions have important centres in the Province.

Roads were not thought to be necessary for this province as ample communication was provided by rivers and canals, but at present roads connect the provinces of Kiangsi, Anhwei, Kiangsu and Fukien to the capital. The south-eastern section of the Province is at present being rapidly supplied with motor

MAP OF CHINA SHOWING POSITION

OF **CHEKIANG** PROVINCE

AREA: *36,680 square miles.*

POPULATION: *24,139,766.*

IMPORTANT CITIES: *Hangchow, Kashing, Lanchi, Ningpo, Shaoshing, Wenchow.*

roads. The Shanghai-Hangchow Railway line will be eventually extended to Ningpo.

From Hangchow there is a line running down to Kinhwa and Lanchi. It is proposed to construct a line from Kashing, which lies in the north on the Shanghai-Hangchow Railway, to Wuhu, the port of Anhwei Province.

The northern section is the most productive area of the Province. Rice is cultivated throughout this district. Tea is grown in the south and in the hillier districts. A good quality tea is grown to the west of the West Lake. Chekiang is one of China's large silk producing provinces, so the mulberry tree is found everywhere. Cotton is cultivated along the bank of the Chientang-kiang.

Silk reeling and weaving is one of the leading industries of the Province and is carried on at Hangchow, where the finished article is made. Cotton mills are also established at Hangchow.

CHUKI (諸暨) 70 miles south of Hangchow, lies on the Chekiang-Kiangsi Railway, recently built by the Chinese Government.

CHUKI KUO MIN SIN WAN
(Chuki Republican News)
(諸暨國民新聞)
Established August, 1918.
Published every morning in the Chinese language including Sundays.
Circulation: 760 copies, of which 340 copies are circulated locally and 330 copies are sent to outports.
Number of page: one sheet.

HANGCHOW (杭州) is the capital of the Province. It is situated on the left bank of the Chientang and at the southern terminus of the Grand Canal. Unfortunately the mouth of the Chientang is impassable to steamers owing to the existence of sand bars and a bore that sweeps up the river and makes navigation unsafe as far as the city. The city is a great centre for Buddhism and many fine temples are situated in it. Hangchow was opened to foreign trade in 1895, after the signing of the Shimonoseki Treaty. The reputation that the city had of being one of the finest in China was marred by unnecessary destruction during the Taiping Rebellion, but since then the prosperity of the city has gradually been built up, especially when the Shanghai-Hangchow Railway was completed. The city is now a manufacturing centre, and its industries include silk crepe and gauze weaving while fan-making is another important industry. A special kind of straw paper is manufactured on a large scale and with this paper and tin-foil, joss money is made. It is also largely used in the manufacture of fireworks.

The foreign Settlement extends for half a mile along the eastern banks of the Grand Canal, and is four miles from the nearest point of the city wall. The surrounding district is rich in agriculture; rice and silk of good quality are two of the

principal products. An aerodrome is located on the outskirts of the city and a launch service is maintained on the upper reaches of the river and along the many connecting canals.

CHEKIANG SIN WEN (Chekiang News) (浙江新聞)
Established April, 1933.
Published daily in the Chinese language.
Circulation: 2,500.
Number of pages: 6.
Size of page: 14½" × 19".
Number of columns: 2.
Size of column: 14½" × 9½".

CHE MIN JIH PAO (Chekiang People's Daily News) (浙民日報)
Established 1921.
Published daily in the Chinese language.
Circulation: 3,000; 66% outport, 34% local.
Number of pages: 10-12.
Size of page: 14" × 20".
Number of columns: 4.
Size of columns: 14" × 5".
Setting facilities: Good.

HANGCHOW KUO MIN SIN WAN (Hangchow People's News) (杭州國民新聞)
Established March, 1927.
Number of pages: 6.
Circulation: 5,000.
Supplements: "West Lake Literature", "Health Weekly", and "Pyramid".

HANGCHOW MIN KUO JIH PAO (The Hangchow Republican Daily News) (杭州民國日報)
Established March, 1927.
Published every morning in the Chinese language including Sundays.
Circulation: 12,000 copies, of which 48% circulates locally and 52% in outports.
Number of pages: 2½ sheets of two pages each sheet.
Size of type-page: 14" × 20¼".
Number and size of columns: Each page contains 6 horizontal columns and each column measures 14" × 3¼".

SHUN PAO, SIN WAN PAO HANGCHOW SUPPLEMENT (申報新聞報杭州附刊)
Established January, 1933.
Published every morning in the Chinese language including Sundays.
Circulation: 4,000 copies, distributed entirely in the city of publication.
Number of pages: two and a half sheets.
Size of type-page: 14" × 19½".
Number and size of columns: 8 columns; each coloumn measures 14" × 2.4".

PERIODICALS

FOU NU SUN KAN (The Ladies' Magazine) (婦女旬刊)
Established June, 1917.
Published every ten days in the Chinese language by the Chung Hwa Fu Nui Hsueh Sei (The China Women's Cultural Society).
Circulation: 3,000, of which 25% circulates locally and 75% in outports.
Number of pages: 22.
Size of type-page: 5¼" × 8¾".
Number and size of columns: 2 columns per page; each column measures 5¼" × 3¾".

HANGCHOW CHING NIEN SUN KAN (Hangchow Young Men's Ten-day Publication) (杭州青年旬刊)
Established 1912.
Published every ten days in the Chinese language by the Y.M.C.A. of Hangchow City.
Circulation: Over 1,000 copies; of which 80% is circulated locally and 20% in outports. Read principally by the Y.M.C.A. members.
Number of pages: 4.
Size of type page: 6" × 8".
Number and size of columns: 2 columns, each measuring 6" × 4"

I LIN SIN CHI (The Modern Medical Journal) (醫林新誌)
Language: Chinese.
Established Nov. 1931.
Published monthly
Circulation: 6,000.
Setting facilities: Good.
Feature: A special edition on certain particular subject is issued once a year.

KWANG CHI I KAN (Kwang Chi Medical Journal) (廣濟醫刊)
Established since 1914.

Published on the last day of each month in the Chinese language by the Kwangchi Medical Association.
Circulation: 5,000 copies to the whole country.
Number of pages: 96.
Size of type-page: 5¼" × 7½".
Number and size of columns: 2 columns, each measuring 5¼" × 4".
Read mostly by medical scholars.
Publishers' Remarks: This publication is intended for the dissemination of medical knowledge. It may be called a good friend of the public and a good family doctor. For people who wish to acquire general knowledge in medicines, it furnishes useful information.

KUN CHUNG YU CHIH PING (Entomology & Phyto-Pathology) (昆虫與植病)
Language: Chinese.
Established Jan. 1931.
Published every 10 days.
Circulation: 1000; 90% outport, 10% local.
Number of pages: 20.
Size of page: 6½" × 10".
Supplement: Year book.

WEI SHENG CHOU KAN (The Health Weekly) (衛生週刊)
Established November, 1929.
Published every Monday in the Chinese language by the The Doctors and Pharmacists' Association of Hangchow City.
Circulation: 8,000 copies, of which 3,000 copies are distributed locally and 5,000 sent to outports.
Number of pages: 4 pages.
Size of type-page: 6¼" × 9¼".
Number and size of columns: 3, each measuring 6¼" × 3⅛".
Subscribed by the various governmental organizations and cultural associations, especially popular among medical circles.
Publishers' Remarks: This publication is distributed together with the Min Kuo Jih Pao of Hangchow.

FENGHWA (奉化) a city to the south of Ningpo, is the birthplace of the present Generalissimo of the Chinese Army, Chiang Kai-shek.

FENGHWA PAO (Fenghwa Paper) (奉化報)
Established Nov. 1922.
Language: Chinese.
Published daily.
Circulation: 1,000.
Number of pages: 4.
Number of columns: 8.
Size of column: 14" × 2½".
Setting facilities: Good.
Publishers' Remarks: This is the very first newspaper published in the locality.

HUCHOW (湖州) is situated on the border of Kiangsu and Chekiang, quite near Tai Hu Lake, 50 miles north of Hangchow. Here is the center of white silk producing area, the so-called Tsatlee district, well-known in the world's silk market.

HUCHOW KUNG PAO (Huchow Public News) (湖州公報)
Established November, 1919.
Published every morning in the Chinese language including Sundays.
Circulation: 2,000 copies, of which 55% is circulated locally and 45% in outports.
Number of pages: one sheet of four pages.
Size of type-page: 13½" × 19½".
Number and size of columns: each page contains 10 columns and each column measures 13½" wide by 2 " deep.

SIN HU SHENG JIH PAO (The New Huchow Voice) (新湖聲日報)
Established July, 1925.
Published every morning in the Chinese language including Sundays.
Circulation: 1,300 copies, of which 30% is circulated locally and 70% in outports.
Number of pages: one sheet of 4 pages.
Size of type-page: 13" × 19½".
Number and size of columns: 10 columns, each measuring 13" × 2".

HWANGYEN (黃巖) situated on the sea coast, is especially noted for its sweet oranges.

HWANGYEN SHANG PAO (Hwangyen Commercial News) (黃巖商報)
Established January, 1931.
Published by the Hwangyen District Chamber of Commerce.
Published every other day in the Chinese language including Sundays.
Circulation: 700 copies, of which 70% is circulated locally and 30% in outports. Read mostly by business people.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 9″ × 13″.
Number and size of columns: 4 columns, each measuring 9″ × 3¼″.

KASHING (嘉興) in the northeast lies on the Shanghai-Hangchow Railway. It is situated in a large silk producing district. Population: 674,800.

KASHING MIN KUO JIH PAO (Kashing Republican Daily News) (嘉區民國日報)
Language: Chinese.
Established Oct. 1928.
Published daily.
Circulation: 1,200; 38% outport, 62% local.
Number of pages: 4.
Size of page: 14″ × 17½″.
Number of columns: 10.
Size of column: 14″ wide × 1¾″ deep.
Setting facilities: Good.
Supplement every Sunday.

KASHING MIN PAO (Kashing People's News) (嘉申民報)
Established January, 1928.
Published every morning and evening in the Chinese language including Sundays.
Circulation: 1,200 copies, of which 65% is circulated locally and 35% in outports.
Number of pages: 2 sheets, one sheet in the morning and one sheet in the evening.
Size of type-page: 13¼″ × 20″.
Number and size of columns: 10 columns, each measuring 13¼″ × 2″.

KASHING SHANG PAO (Kashing Commercial Press) (嘉興商報)
Language: Chinese.
Established July, 1924.
Published weekly.
Circulation: 2,000; 60% outport, 40% local.
Number of pages: 4.
Size of page: 14″ × 21″.
Number of columns: 4.
Size of column: 14″ × 5¼″.
Setting facilities: Good.

LANCHI (蘭谿) on the Chekiang-Kiangsi Railway is a growing commercial center in west Chekiang.

LANCHI MIN KUO CHOW PAO (Lanchi Republican Weekly) (蘭谿民國週報)
Established October, 1927.
Published every Wednesday in the Chinese language by the Lanchi District Chamber of Commerce.
Circulation: 500 copies, of which 70% is circulated locally and 30% in outports. Read mostly by business people.

NINGPO (甯波) to the east of Hangchow, is situated at the confluence of the rivers Yung, Fenghwa and Yuyao and is some twelve miles from the sea. Daily steamers leave the port for Shanghai. It is a treaty port, one of the first five of China, and was opened to foreign trade in 1842, by the British Treaty of Nanking. In 1840 the port was blockaded by the British and in the following year the city was peacefully entered. The restrictions imposed by the Chinese Government on Ningpo probably lost the city much trade, which was diverted to Shanghai, and

the subsequent raising of these restrictions came at too late a date for the port to compete against Shanghai, which is only 134 miles to the north. The main agricultural crops grown in the surrounding fertile district are tea, rice and cotton. Its industries are the manufacture of straw hats and mats, wood-carving, textiles and salt. There is also a remunerative fishing trade.

NINGPO MIN KUO JIH PAO (Ningpo Republican Daily News) (寧波民國日報)
Published every morning in the Chinese language including Sundays.
Circulation: 3,150 copies, of which 50% is circulated locally and 50% in outports.
Number of pages: 2½ sheets of 4 pages each.
Size of type-page: 13¾" × 19¼".
Number and size of columns: 6 columns in a page, each column measuring 13¾" × 3½".

SZE SZE KUNG PAO (The Current News) (時事公報)
Established June, 1920.
Published every morning in the Chinese language including Sundays.
Circulation: 5,000 copies, of which 60% is circulated locally and 40% in outports.
Number of pages: 2½ sheets of 4 pages each.
Size of type-page: 14" × 19½".
Number and size of columns: Each page contains 10 columns and each column measures 14" by 2¼" deep.

CHUNG YEE SIN KAN (The Chinese Medical Publication) (中醫新刊)
Established April, 1928.
Published on the 15th day of each month in the Chinese language.
Circulation: 1,000 copies, of which 50% is circulated locally and 50% in outports. Read mostly by Chinese doctors of the old school.

PINGHU (平湖) is an important market town about 60 miles south of Shanghai Population 123,000.

PINGHU SHANG PAO (Pinghu Commercial News) (平湖商報)
Established November, 1929.
Published every morning in the Chinese language including Sundays.
Circulation: 1,400 copies, of which 65% is circulated locally and 35% in outports.
Number of pages: one sheet of 4 pages.
Size of type-page: 9¼" × 13¼".
Number and size of columns: 6 columns, each measuring 9¼" × 3¼".

SHIAO PINGHU JEN PAO (The Pinghuites) (小平湖人報)
Established January, 1929.
Published every morning in the Chinese language including Sundays.
Circulation: 2,000 copies, of which 80% is circulated locally and 20% in outports.
Number of pages: one sheet of 4 pages.
Size of type-page: 9¼" × 13¼".
Number and size of columns: 6 columns, each measuring 9¼" × 2¼".

SHANGYU (上虞) is a market town, lying to the south of the Shanghai-Hangchow-Ningpo Railway.

SHANGYU SHENG SAN JIH PAO (Shangyu Three-day Publication) (上虞聲三日報)
Established May, 1926.
Published every three days in the Chinese language.
Circulation: 900 copies, of which 30% is circulated locally and 70% in outports. Read mostly by people in the city.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 8½" × 13".
Number and size of columns: 6 columns, each measuring 8½" × 2¼".

SHAOHING (紹興) to the east of Hangchow, lies on a canal connecting the city to the capital. Recently many desired reforms have taken place within the city. Rice is an important crop to this city, where the best samshu of China is manufactured. Population 668,500.

SHAOHING SIN WAN (Shaohing News) (紹興新聞)
Established April, 1920.
Published every morning in the Chinese language including Sundays.
Circulation: 13,700 copies, of which 85% is circulated locally and 15% in outports.
Number of pages: 2 sheets of 4 pages each sheet.
Size of type-page: 13¾" × 20".
Number and size of columns: 6 columns in a page, each column measuring 13¾" × 3¼".

WENCHOW (温州) a treaty port in the south of the Province, was opened to foreign trade in 1877, but its trade has not developed to the extent that was anticipated. The adjacent district is productive, and rice, tea and rape seed are important crops which are mainly exported to Shanghai. A fine flavoured orange is grown in the district. Parasols are manufactured in the city. Silk is also an important industry. Population 720,000.

OU HAI MIN PAO (Ouhai People's News) (甌海民報)
Established June, 1922.
Published every morning in the Chinese language including Sundays.
Circulation: 2,000 copies, of which 47% is circulated locally and 53% in outports.
Number of pages: one sheet of 4 pages.
Size of type-page: 14¼" × 20".
Number and size of columns: 8 columns in a page, each column measuring 14¼" × 2½".

WENCHOW SHANG PAO (Wenchow Commercial News) (温州商報)
Language: Chinese.
Established November, 1931.
Published daily.
Circulation: 2,000; 30% outport, 70% local.
Number of pages: 2.
Number of columns: 12.

MAP OF CHINA SHOWING POSITION

OF **FUKIEN** PROVINCE

AREA: *46,332 square miles.*

POPULATION: *14,329,594.*

IMPORTANT CITIES: *Amoy, Chuanchow, Foochow.*

FUKIEN PROVINCE

FUKIEN Province is rectangular in shape with its eastern boundary on the Pacific Ocean. Kiangsi Province adjoins Fukien on the west, while to the north and south are the provinces of Chekiang and Kwangtung. The province covers an area of 46,332 square miles with a population of 14,329,594 giving it a density of population of 309 per square mile.

The important cities of the province are Foochow, Amoy, Santuao, Kienning, Yenping, Chuanchow, Mamoi, Changchow, Hinghwa.

In the northern area the principal crops grown are tea, rice, bamboo shoots, olives, oranges, plums, potatoes, sugar cane and ground-nuts, and of these tea is the most important crop.

In Foochow there are several Chinese industries of which the most important are the manufacture of cotton cloth, soap, canned goods, condensed milk, lacquerware, glassware and towels. There is a Government arsenal established on Pagoda Island, which is equipped with efficient machinery. The leading native industry of the Province is the manufacture of paper from bamboo pulp. The southern districts of Fukien are still undeveloped.

The interior of the Province is not served with good road communication, but along the coast there is a fair road running from Changchow in the south to Foochow.

The Kiulung-kiang is the important river of southern Fukien, but it is only navigable for light draught boats. The Min-kiang in the northern section is only navigable for steamers as far as Pagoda Anchorage; however, junks take on cargo that is consigned to Foochow and native crafts are able to mount a considerable distance up the river. Steam launches now reach Shuikow and motor boats Yenping, Kienning and Yangkow.

Fukien is one of China's southern provinces and the climate is sub-tropical. On the eastern coast the temperature rarely falls below 32 degrees, but in the mountainous north it can be very cold in winter. Foochow itself enjoys a temperate climate, except for the three summer months. In the south the rainy season is from February to June.

A railway not yet completed, at present runs from the mainland opposite to Amoy in the direction of Changchow and reaches the town of Kiangtungkiao.

In this province, coal, iron, copper, gold, lead and zinc are the chief minerals found. The coal is semi-anthracite and of a high quality, and has been located at Anki some fifty miles from Chuanchow. At Lungyen there is a rich iron and coal bed, but none of these mines have yet been properly developed

to meet the local consumption. Lack of transport facilities also retards further operations.

The following countries have consular representatives stationed at Foochow:

America, France, Great Britain, Japan, and the Netherlands.

The following countries have consular representatives at Amoy:

America, France, Great Britain and Norway.

Language. — Foochow, Amoy and Shaowu are the principal dialects. Southern Mandarin is also spoken in some inland areas. The Foochow dialect is incomprehensible to those speaking only Mandarin, Shanghai, Ningpo or Canton dialects.

Protestant mission centres number thirty-two; there are many Roman Catholic centres as well.

AMOY (廈門) is a treaty port, 300 miles north of Hongkong. Although it has a fine natural harbour, Amoy's trade has dropped considerably and it is no more an important exporting centre. It was one of the first ports to be visited by the western mariners.

KIANG SUNG JIH PAO (River Voice) (江聲日報)
Established 1919.
Published daily in the Chinese language.
Circulation: 4,000.
Number of pages: 8.
Size of type-page: 15″ × 21″.

SHANG PAO (Commercial Press) (商報)
Established Oct. 1921.
Published daily in the Chinese language.
Circulation: 2,980.
Number of pages: 8.
Size of type-page: 14″ × 20″.

CHUANCHOW (泉州) about seventy miles north of Amoy, was a great port of China seven centuries ago, and is a trading centre of some importance along the sea coast.

CHUANCHOW JIH PAO (Chuanchow Daily News) (泉州日報)
Established September, 1930.
Published every morning except Sundays in Chinese.
Circulation: 2,100; 40% outport, 60% local.
Number of pages: 1 sheet.
Publishers' Remarks: This is the only self-supported daily newspaper in Chuanchow.

FOOCHOW (福州), the capital of Fukien, is a treaty port with a large population of more than one million, and one of China's most beautiful cities, having many scenic spots in and around the city. It was first opened to trade in 1861, and is the most important trading centre of the Province.

CHIEN AU MIN PAO (Foochow People's Press) (建甌民報)
Established 1931.
Published every morning in the Chinese language:
Circulation: 1,000
Number of pages: 4.
Size of type-page: 8¼" × 12".

FOOCHOW JIH PAO (Foochow Daily News) (福州日報)
Established Oct. 1929.
Published daily in the Chinese language.
Circulation: 1,600; 30% outport; 70% local.
Number of pages: 8.
Size of type page: 13¾" × 18".
Number of columns: 9.

SHIH TAI JIH PAO (Modern Daily News) (現代日報)
Established May, 1931.
Published every morning in the Chinese language.
Circulation: 2,000; 40% outport; 60% local.
Number of pages: 8.
Size of type-page: 12¾" × 19".
Number of columns: 10.

SIN FUKIEN JIH PAO (New Fukien Daily News) (新福建日報)
Established 1931.
Published every morning in the Chinese language.
Circulation: 1,000.
Number of pages: 8.
Size of type-page: 13" × 20".

PERIODICALS

FU SHENG (Blessing Voice) (福聲)
Established April, 1931.
Character of publication: Christian literature.
Published monthly in the Chinese language.
Circulation: 1,700; 40% outport; 60% local.

SAN MIN CHOU KAN (Three Peoples' Weekly) (三民週刊)
Established Sept. 1917.
Published weekly in the Chinese language.
Circulation: 5,000; 40% outport, 60% local.

SIENYOU (仙遊) is also a coastal city, lying between Foochow and Amoy.

SIENYOU PAN CHOW PAO (Sienyou Semi-weekly) (仙遊半週報)
Established March, 1932.
Published semi-weekly in the Chinese language.
Circulation: 400; 30% outport, 70% local.

HONAN PROVINCE

HONAN is located in the central part of China Proper, with an area of 67,954 square miles. Kaifeng is its provincial capital. There are altogether seven provinces surrounding its borders, Hopei, Shantung, Kiangsu and Anhwei on the east, and Hupeh, Shensi and Shansi on the west.

The climatic conditions in the south are mild. In the north it is cold in winter, and dust storms are experienced very often.

There is a good road from Loyang running southwards to Nanyang, from whence it turns south-westwards and crosses the border into Hupeh. In recent years a number of motor roads have been built with the provincial capital Kaifeng as the centre.

The Peiping-Hankow Railway divides the Province into two sections, the east and the west, while the Lunghai Railway runs from east to west. These two lines form a cross, intersecting at Chengchow. The Tao-Ching Railway from Taokow to Tsinghwachen in the west crosses the Peiping-Hankow line at Sinhsiang, the chief purpose of which is for the transportation of coal from the mines.

This Province is a very rich farming region. Cotton is the leading agricultural export, Nanyang being the leading cotton producing centre. Tobacco growing is confined more to the central and eastern part of Honan; Siangcheng and Chengchow are the largest centres. The quantity and quality of the annual harvest, however, depends for the most part on rainfall during the year. This province is therefore apt to suffer from drought.

Of its mineral products coal is the most important one. About one million tons of coal are sold each year. Honan anthracite is available both in Shanghai and Tientsin. Iron, tin, and silver-bearing lead are also found in the Province, but their working value is yet unknown.

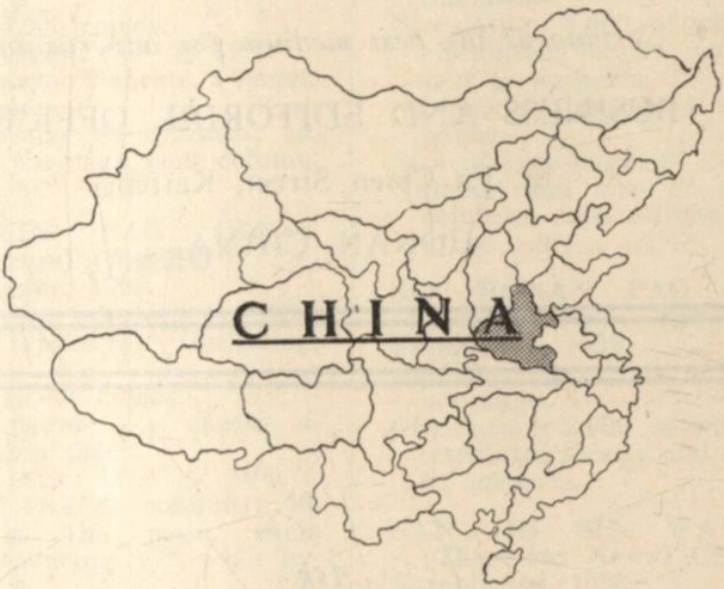
CHENGCHOW (鄭州) at the junction of Lunghai and Pinghan Railways, is a trading center of this province.

CHENGCHOW JIH PAO (Chengchow Daily News) (鄭州日報)
Established Oct. 1930.
Published daily in the Chinese language.
Circulation: 7,300; 70% outport, 30% local.
Number of pages: 2 sheets.

FUKOW (扶溝) is an inland city, 50 miles south of Kaifeng.

FUKOW SIN SHENG SHE (Fukow New Voice) (扶溝新聲社)
Established December, 1927.
Published monthly in the Chinese language.
Circulation: 500 copies, of which 80% is circulated locally and 20% is sent to outports. Read mostly by students.

MAP OF CHINA SHOWING POSITION OF **HONAN** PROVINCE



AREA: *67,954 square miles.*

POPULATION: *35,289,752.*

IMPORTANT CITIES: *Chengchow, Kaifeng, Loyang.*

河 南 民 報

HONAN MIN PAO

(Honan Citizens' Press)

Leading Chinese language daily newspaper of the Huangho Valley districts.

Enjoying the widest circulation in Honan, Shensi, Kansu, Shansi, Shantung and other provinces and

Serving as the best medium for advertising.

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FOR A QUOTATION ON ANY OF THE PUBLICATIONS LISTED HEREIN.

KAIFENG (開封) is the provincial capital, and an important station on the Lunghai Railway, 40 miles from Chengchow. It is famous as the former capital of old China.

DAH YUE JIH PAO (Great Honan Daily Press) (大豫日報)
Established 1932.
Published daily in the Chinese language.
Circulation: 1,500.

HONAN MIN KUO JIH PAO (Honan Republican Daily News) (河南民國日報)
Established February, 1930.
Published every morning in the Chinese language including Sundays.
Circulation: 5,000 copies.
Size of type-page: 14″ × 19″.
Number of pages: 2 sheets, 4 pages to each sheet.
Number and size of columns: 10 columns to the page, each column measuring 14″ × 2″.

HONAN MIN PAO (Honan Citizens' Press) (河南民報)
Established June, 1920.
Published every morning in the Chinese language including Sundays.
Circulation: 15,000 copies.
Number of pages: 2½ sheets, 4 pages to each sheet.
Size of type-page: 14⅛″ × 19¾″.
Number and size of columns: 10 columns to the page, each column measuring 14″ wide by 2″ deep.
Feature pages: Pictorial Page, no fixed days. Daily supplementary edition.
Publishers' Remarks: This publication is the leading paper of the Yellow River valley. Its circulation is spread throughout the country, read by the people in Shensi, Shansi, Shantung, Kiangsu and Honan provinces. It has gained the confidence of its readers for the reliability of its reports and the impartial character of its comments.

HONAN WAN PAO (Honan Evening News) (河南晚報)
Established since 1932.
Published every evening in the Chinese language including Sundays.
Circulation: 4,000, of which 80% is circulated locally and 20% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 9″ × 14½″.
Number and size of columns: 8 columns, each column measuring 9″ × 1.8″.

SIN HONAN PAO (The New Honan Press) (新河南報)
Established 1930.
Published every day in the Chinese language.
Circulation: 2,000, of which 65% is circulated locally and 35% is sent to outports.

SAN JIH SIN WAN SHIEH (Three-day News) (三日新聞社)
Established 1933.
Published every 3 days in the Chinese language.
Circulation: 1,500, of which 70% is circulated locally and 30% is sent to outports.
Number of pages: 1 sheet of 4 pages.

LANFENG (蘭封) is an important station on the Lunghai Railway, south of the Yellow River.

LANFENG MIN PAO (Lanfeng Citizens' Press) (蘭封民報)
Established March, 1931.
Published every three days in the Chinese language, from the beginning of each month.
Circulation: 1,500 copies, read mostly by farmers.
Number of pages: 2.
Size of type-page: 8″ × 13″.
Number and size of columns: 3 columns, each measuring 8″ × 4¼″.

LOYANG (洛陽) famous capital of many bygone dynasties, is the auxiliary capital of China. It stands on the Lunghai Railway, midway between Chengchow and Shenchow.

HO LOO JIH PAO (Loyang Daily News) (**河洛日報**)
Established March, 1932.
Circulation: 4,000; 70% outport, 30% local.
Number of pages: 1 sheet, 4 pages.
Number and size of columns: 10; 2″ by 14″.
Supplements : "Chen Pa" — Monday, "Children's World" —Tuesday, "Loo Bu"—Wednesday, "Flying Rainbow"—Thursday, "Sin Chun Yuan"—Friday.

MENGHSIEN (孟縣) lies to the south of the Yellow River, and is an important trading market.

SIN MENGHSIEN CHOU KAN (New Menghsien Weekly) (**新孟縣週刊**)
Established February, 1928.
Published every Monday in the Chinese language.
Circulation: 300 copies, of which 65% is circulated locally and 35% is sent to outports.
Number of pages: 4.
Size of type-page: 10¾″ × 13½″.
Number and size of columns: 4 columns, each measuring 10¾″ × 3¼″.

WEISZE (尉氏) is an inland city, about 45 miles from Kaifeng.

WEISZE MIN PAO (Weisze Citizens' Press) (**尉氏民報**)
Established May, 1932.
Published every morning in the Chinese language including Sundays.
Circulation: 300 copies, of which 30% is circulated locally and 70% is sent to outports. Read mostly by teachers of village schools and farmers.
Publishers' Remarks: This publication is not for sale; it is intended for the promotion of the welfare and knowledge of the country people and the propagation of the doctrines of the Kuomintang.

MAP OF CHINA SHOWING POSITION

OF **HOPEI** PROVINCE

AREA: *115,830 square miles.*

POPULATION: *38,905,695.*

IMPORTANT CITIES: *Peiping, Tientsin.*

HOPEI PROVINCE

HOPEI covers an area of 115,830 square miles. It is bounded to the north and north-west by the provinces of Chahar, Jehol and Shansi, and separated from them by the Great Wall of China; to the west and south by the provinces of Honan and Shantung; its eastern boundary lies along the sea coast of the Gulf of Chihli. It possesses a population of 38,905,695 the density of which is 335 to the square mile.

The climate of the province is extreme, being very hot in the summer and very cold in the winter. Little rain falls excepting in July and August, and the wind storms and dust storms are very disagreeable.

Transportation is well provided for in this province with Peiping as the centre. There are five railways, all radiating from Peiping. They are the Peiping-Kalgan, Peiping-Tungchow, Peiping-Mentokou, Peiping-Mukden and Peiping-Hankow Railways. The Tientsin-Pukow Railway leaves the province at Tehchow. The Chengtai Railway enters the province from Taiyuan, provincial capital of Shansi, and meets the Peiping-Hankow Railway at Shihchiachwang. Now an air service is operated three times a week between Shanghai and Peiping.

The province being a fertile plain, farming is extensively carried on over most of the territory. Among the crops grown are kaoliang, millet, wheat, cotton, beans, ground-nuts, hemp, rice, tobacco, potatoes, corn, sesame and buckwheat. Splendid fruits and walnuts are grown too.

Bristles, hides, skins, and wool are leading exports. Along the coast the fishing industry is very important. The Changlu Salt Works produce annually millions of piculs of salt to supply the needs of the northern provinces.

The mountains are full of both hard and soft coal. The best coal mines are owned by the Kailan Mining Administration, which is situated in the Kaiping district. The type of coal mined here is bituminous, and the mines have a daily output of 14,000 tons. Iron, silver, and gold are also mined.

Peiping, full of historical scenes and memories, is the most interesting and splendid capital city in the world, to which flocks of tourists go. Tientsin, main port of north China, is the centre of foreign trade in the province. It serves as the outlet for the export of wool, furs and hides from Mongolia and other northern provinces.

PEIPING (北平) since the establishment of the National Government of China at Nanking, this city has lost a good deal of its political importance, enjoyed during the past three centuries. Its name was then changed from Peking to Peiping. It is the northern terminus of the Peiping-Hankow Railway, southern terminus of Peiping-Mukden Railway, and eastern terminus of Peiping-Suiyuan Railway, which penetrates far into Inner Mongolia. It has a population of 1,520,188.

CHUAN MIN PAO (The Mass) (全民報)
Established August, 1928.
Published every morning in the Chinese language including Sundays.
Circulation: 12,600 copies.
Number of pages: 2 sheets of four pages each.
Size of type-page: 14″ × 19″.
Number and size of columns: 10 columns to a page, each column measuring 14″ × 1⅞″.

HWA PEI JIH PAO (The North China Press) (華北日報)
Established January, 1929.
Published every morning in the Chinese language including Sundays.
Circulation: 13,000 copies, of which 45% is circulated locally and 55% is sent to outports.
Number of pages: 2, 2½ or 3 sheets daily, each sheet containing 4 pages.
Size of type-page: 14¼″ × 19″.
Number and size of columns: 10 columns to each page, each column measuring 14¼″ × 1.9″.
Publishers' Remarks: Well edited and well printed. Special correspondents are maintained throughout the country and abroad.

JIH TZE PAO (Daily News) (日知報)
Published every morning in the Chinese language including Sundays.
Circulation: 2,000 copies.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 13¾″ × 19¾″.
Number and size of columns: 10 columns, each measuring 13¾″ × 2″.

KING PAO (Peking Press) (京報)
Language: Chinese.
Established Oct., 1918.
Published daily.
Circulation: 7,000.
Number of pages: 12 pages.
Size of page: 14″ × 20″.
Number of columns: 10 columns.
Size of column: 14″ × 2″.
Supplement: Pictorial Supplement every Sunday.

KUANG YEH SIN WAN (Mining Industry News) (礦業新聞)
Established September, 1931.
Published every morning in the Chinese language including Sundays.
Circulation: 2,500 copies, of which 1% is circulated locally and 99% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page 10″ × 13″.
Number and size of columns: 7 columns, each measuring 10″ × 2″.

MIN KUO JIH PAO, PEIPING (The People's Press of Peiping) (北平民國日報)
Established June, 1826.
Published every morning in the Chinese language, including Sundays.
Circulation: 5,800, of which 60% is circulated locally and 40% is sent to outports.
Number of pages: 2 sheets, 4 pages to each sheet.
Size of type-page: 14″ × 20″.
Number and size of columns: 10 columns to each page, each column measuring 14″ × 2″.
Feature pages: Special Supplement on Medical Science, General Science, Chinese Drama, Literature, Education, Children and General Knowledge are published during the week. On special commemoration days or sporting meet, there are special editions.
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PEIPING CHEN PAO (Peiping Morning Post) (北平晨報)
Established December, 1930.
Published every morning in the Chinese language including Sundays.
Number of pages: 3 sheets, 4 pages to each sheet.
Size of type-page: 14" × 19¼".
Number and size of columns: 11 columns to a page, each column measuring 14" × 1¾".
Circulation: 27,200 copies, of which 66% is circulated locally and 34% is sent to outports.

PEIPING CHRONICLE, THE
Established 1932.
Published daily except Mondays in the English language.
Circulation: 3,200, of which 70% is circulated locally and 30% is sent to outports.
Number of pages: daily 12-14 pages, Sunday 12-16 pages.
Size of type-page: width 15½", length 21½".
Number and size of columns: 7 columns, width 2".
Feature pages: Monday: Women's, Sports; Tuesday: Women's, Sports; Wednesday: Women s, Sports; Thursday: Women's, Sports; Friday: Women's, Sports; Saturday: Women's, Sports; Sunday: Book Reviews, Motoring, Women's, Sports.

PEIPING SIN PAO (Peiping New Press) (北平新報)
Language: Chinese.
Established April, 1931.
Published daily.
Circulation: 8,000; 60% outport, 40% local.
Number of pages: one sheet of 4 pages.
Number of columns: 11 columns.
Size of column: 17" × 2".

PEIPING WAN PAO (Peiping Evening News) (北平晚報)
Established January, 1921.
Published every evening in the Chinese language including Sundays.
Circulation: 8,000 copies.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 8¼" × 14".
Number and size of columns: 7 columns, each measuring 8¼" × 2".

PEKING JIH PAO (Peking Daily News) (北京日報)
Established since 1904.
Published every morning in the Chinese language including Sundays.
Circulation: 8,600 copies, of which 35% is circulated locally and 65% is sent to outports.
Number of pages: 2 sheets of 4 pages.
Size of type-page: 14" × 20".
Number and size of columns: 10 columns, each measuring 14" × 2".

SHIH CHIEH JIH PAO (The World Daily News) (世界日報)
Established February, 1925.
Published every morning in the Chinese language including Sundays.
Circulation: 18,000, of which 70% is circulated locally and 30% is sent to outports
Number of pages: 3 sheets, 4 pages to each sheet.
Size of type-page: 13" × 19½".
Number and size of columns: 10 columns per page, each column measuring 13" × 2".
Feature pages: Pictorial Section on Sundays, Literature on Mondays, Medical Science on Tuesdays, Arts Page on Thursdays and National Dialect on Saturdays.

SHIH CHIEH WAN PAO (The World Evening Post) (世界晚報)
Established April, 1924.
Published every evening in the Chinese language including Sundays.
Circulation: 15,000, of which 70% is circulated locally and 30% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 8½" × 13½".
Number and size of columns: 6 columns to each page, each column measuring 8½" × 2¼".

SHIH PAO (True News) (實報)
Established Oct. 1928.
Published daily.
Circulation: 44,000; 35% outport, 65% local.
Number of page: one sheet of 4 pages.
Size of page: 10″ × 14″.
Number of columns: 11.
Size of columns: 10″ × 1¼″.

TIEH TAO SHIH PAO (Railway Times) (鉄道時報)
Established May, 1916.
Published daily in the Chinese language.
Circulation: 1,500; 70% outport, 30% local.

PERIODICALS

CHINESE MEDICAL JOURNAL
Established 1887.
Published monthly in the English language.
Circulation: 2,200, of which 5% is circulated locally and 95% is sent to outports.
Size of type-page: width 5″, length 8″.
Number and size of columns: 1 column in a page.
Publishers' Remarks: This is an official organ of the medical profession in China (Chinese and foreign).

HO CHO SIN (Co-operative News) (合作訊)
Established June, 1924.
Published on the 10th of each month in the Chinese language by The China International Famine Relief Commission.
Circulation: 5,500, of which 10% is circulated locally and 90% is sent to outports.

PING MING TSA CHI (The Brightening Journal) (平明雜誌)
Established May, 1932.
Published semi-monthly in the Chinese language.
Circulation: 3,000.

SHEH HUI KE HSUEH TSA CHI (Quarterly Review of Social Sciences) (社會科學雜誌)
Established March, 1930.
Published quarterly in the Chinese language.
Circulation: 1,000.
Publishers' Remarks: Exclusive reports of the research work and social investigations of the members of the Institute of Social Sciences.

SIN CHUNG KUO PAO (New China) (新中國報)
Language: English.
Established November, 1930.
Published monthly.
Circulation: 2,000.
Publisher's Remarks: Having a circulation among students of Yenching University, a number of these copies go into the homes of students in different parts of China. Some are sent to mission boards and friends in U.S.A. and Europe.

TU SHU YUEH KAN (The Study Monthly) (讀書月刊)
Language: Chinese.
Established Oct., 1921.
Circulation: 1,000.
Number of pages: 80-100.
Feature pages: Editorial Section; Index to latest publications in the country.

WAI CHIAO YUEH PAO (Foreign Affairs Monthly) (外交月報)
Language: Chinese.
Established July, 1932.
Published on the 15th day of each month.
Circulation: 5,000.
Publishers' Remarks: Our readers are politicians, educationalists, militarists and officials in general.

TANGSHAN (唐山) is a well-known coal producing centre in north China. It is an important station of the Peiping-Mukden Railway.

TANGSHAN KUNG SHANG JIH PAO (Tangshan Industrial & Commercial Daily News) (唐山工商日報)
Languag: Chinese.
Established December, 1931.
Published daily.
Circulation 2,000; 70% outport, 30% local.
Number of pages: 4.
Size of page: 10″ × 14″.
Number of columns: 7.
Size of column: 10″ × 2″.

PUYANG (濮陽) is a trading city near the Honan border.

SIN PU YANG SUN KAN (New Puyang Ten-day Publication) (新濮陽旬刊)
Established November, 1931.
Published every ten days on the 10th, 20th and 30th of every month in the Chinese language by the Sin Puyang Shieh.
Circulation: 800, of which 40% is circulated locally and 60 is sent to outports. Read mostly by farmers in the district.

TAMING (大名) is an important city in the southern part of Hopei, connected by a motor road with the Peiping-Hankow Railway.

TAMING SIN SHENG (The Taming New Voice) (大名新聲)
Established October, 1931.
Published every ten days in the Chinese language.
Circulation: 500, of which 30% is circulated locally and 70% is sent to outports. Read mostly by farmers and business people.

TIENTSIN (天津) located on the Peiho River, is the most important commercial and industrial centre of North China, 35 miles from the coast and 80 miles from Peiping. Stationed on the Peiping-Mukden Railway and northern terminus of the Tientsin-Pukow Railway. It is a treaty port as well as an ocean port for North China. It has a population of 1,348,905.

HAN WEN TIENTSIN JIH PAO WAN KAN (The Chinese Language Tientsin Daily News, Evening Edition) (漢文天津日報晚刊)
Established November, 1929.
Published every evening in the Chinese language including Sundays.
Circulation: 12,700.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 9¼″ × 14″.
Number and size of columns: 3 columns, each measuring 9¼″ × 4¾″.

HWA PEI SIN WAN (North China News) (華北新聞)
Established August, 1921.
Published every morning in the Chinese language including Sundays.
Circulation: 8,000 copies, of which 3,500 are circulated locally and 4,500 are sent to outports.
Number of pages: 3 sheets, 4 pages to each sheet.
Size of type-page: 19¼″ × 14½″.
Number and size of columns: 10 columns, each column measuring 14½″ × 1.9″.

KUO CHANG PAO (National Strength Press) (國强報)
Published every morning in the Chinese language including Sundays.
Circulation: 12,000.
Number of pages: 4.
Size of type-page: 8½″× 13″.
Number and size of columns: 6 columns, each measuring 8½″ × 2.16″

KWAI PAO (The Express) (快報)
Established January, 1927.

PEKING & TIENTSIN TIMES, THE
Established 1894.
Published every morning in the English language including Sundays.
Circulation: 2,500, of which 75% is circulated locally and 25% is sent to outports.
Number of pages: 18-24 pages daily, 20-24 pages on Sundays.
Size of type-page: 14" × 20".
Number and size of columns: 7 columns, width 2".

SIN TIENTSIN PAO (The New Tientsin Press) (新天津報)
Established 1924.
Published every morning in the Chinese language including Sundays.
Circulation: 35,000, of which 33% is circulated locally and the rest is sent to outports.
Number of pages: 4 sheets, 16 pages.
Size of type-page: 9¾" × 13¾".
Number and size of columns: 6 columns, each measuring 9¾" × 2¼".
Feature page: Pictorial Edition every Sunday.

SIN TIENTSIN WAN PAO (The New Tientsin Evening News) (新天津晚報)
Established 1924.
Published every evening in the Chinese language including Sundays.
Circulation: 24,000.
Number of pages: 4 sheets, 4 pages to each sheet.
Number and size of columns: 4 columns to each page.

TA KUNG PAO (L'Impartial) (大公報)
Published every morning in the Chinese language including Sundays.
Circulation: 64,000, of which 20% is circulated locally and 80% is sent to outports.
Number of pages: 3 sheets, 4 pages to each sheet.
Size of type-page: 16" × 20".
Number and size of columns: 12 columns in a page; each page measuring 16" × 1½".

TIENTSIN CHEN PAO (Tientsin Morning Post) (天津晨報)
Established 1912.
Published every morning in the Chinese language including Sundays.
Circulation: 24,000, of which 60% is circulated locally and 40% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 9" × 16".
Number and size of columns: 8 columns to each page; each column measuring 9" × 2".

TIENTSIN DAH CHUNG SHIH PAO (The Justice, Tientsin) (天津大中時報)
Established 1928.
Published every morning in Chinese including Sundays.
Circulation: 10,000, of which 40% is circulated locally and 60% is sent to outports.
Number of pages: 2 sheets, 4 pages to each sheet.
Size of type-page: 14" × 20".
Number and size of columns: 10 columns to a page, each column measuring 14" × 2".

TIENTSIN MIN KUO JIH PAO (The Tientsin Republican Daily News) (天津民國日報)
Established 1929.
Published every morning in the Chinese language including Sundays.
Circulation: 6,000, of which 50% is circulated locally and 50% is sent to outports.
Number of pages: 2 sheets, 4 pages to each sheet.
Size of type-page: 14" × 19¼".
Number and size of columns: 5 columns, each column measuring 14" × 4".

TIENTSIN MIN PAO (The People's News) (天津民報)
Established 1929.
Published every morning in the Chinese language including Sundays.
Circulation: 7,000, of which 70% is circulated locally and 30% is sent to outports.
Number of pages: 2 sheets, 4 pages to each sheet.
Size of type-page: 14" × 20".
Number and size of columns: 10 columns, each column measuring 14" × 2".

Publishers' Remarks: The reports of this publication are accurate and its criticisms and comments on current situations have special value. It has gained the confidence of the public.

TIENTSIN SHANG PAO (Tientsin Commercial Daily News) (天津商報)

Established May, 1928.
Published every morning in the Chinese language including Sundays.
Circulation: 15,000, of which 35% is circulated locally and 65% is sent to outports.
Number of pages: 3 sheets, 4 pages to each sheet.
Size of type-page: 14″ × 20″.
Number and size of columns. 10 columns, each measuring 14″ × 2″.
Feature pages: Pictorial Page and Woman's Page on Sundays.

TIENTSIN SHUH JIH PAO (The Tientsin Rising Sun) (天津旭日報)

Established May, 1913.
Published every morning in the Chinese language including Sundays.
Circulation: 3,000, of which 2,000 is circulated locally and the rest in outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 10″ × 14½″.
Number and size of columns: 8 columns, each measuring 1¾″.
Publishers' Remarks: The policy of this publication is strictly neutral and is not partial to any party. Its reports are accurate and fast and its literature is prized by all classes.

TIENTSIN WAN PAO (Tientsin Evening News) (天津晚報)

Established 1912.
Published every evening in the Chinese language including Sundays.
Circulation: 20,000, of which 70% is circulated locally and 30% in outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 9″ × 16″.
Number and size of columns: 8 columns per page, each column measuring 9″ × 2″.

TIENTSIN WU PAO SHIEH (Tientsin Mid-day News) (天津午報社)

Established 1914.
Published at noon every day in the Chinese language including Sundays.
Circulation: 45,000, of which 50% is circulated locally and 50% is sent to outports.
Number of pages: 2 sheets, 4 pages to each sheet.
Size of type-page: 10″ × 14″.
Number and size of columns: 7 columns per page, each column measuring 10″ × 2″.
Feature page: Pictorial Section every Tuesday.

YIH SHIH PAO (Social Welfare) (益世報)

Established October, 1915.
Published every morning in the Chinese language including Sundays.
Circulation: 82,000, of which 25% is circulated locally and 75% is sent to outports.
Number of pages: 3 sheets of 16 pages each.
Size of type-page: 15″ × 20½″.
Number and size of columns: 12 columns in a page, each column measuring 15″ × 1⅞″.
Publishers' Remarks: The policy of this publication is to uphold righteousness and people's rights. Since 1915 it has been the leading paper in North China and has long won the popularity of the public, and the editorials are written by experts and are therefore specially valuable. Its reports are received from special correspondents in all parts of the country and world and are accurate and fast. We have many exclusive features worth the attention of the public.

YUNG PAO (庸報)

Established June, 1926.
Published every morning in the Chinese language including Sundays.
Circulation: 40,000.
Number of pages: 3 sheets, 4 pages to each sheet.

Size of type-page: 14½" × 20".
Number and size of columns: 12 columns, each column measuring 14½" × 1¾".
Feature pages: Sunday Special Supplement published every Sunday with Pictorial Section.

PERIODICALS

CHUNG HWA HUA PAO (Chung Hwa Pictorial Review) (中華畫報)
Established 1931.
Published every Monday, Wednesday and Friday.
Circulation: 4,000, 62% outport, 38% local.
Number of pages: 4.
Publishers' Remarks: Every Monday one page is devoted to drama while on Friday one page is for movies, mostly of pictures.

KUO WEN CHOU PAO (Kuo Wen Weekly) (國聞週報)
Established September, 1924.
Published every Sunday in the Chinese language.
Circulation: 16,000, of which 35% is circulated locally and 65% is sent to outports.
Number of pages: 70 odd pages.
Size of type-page: 6" × 8".
Number and size of columns: 2 columns, each measuring 6" × 4".
Publishers' Remarks: The policy of this publication is impartial. It has been in existence for ten years, and has strictly adhered to the date of publication. Its circulation is over 10,000 and is read by scholars and all classes. It is our objective to introduce new science and ideas and to report international events. It also promotes Chinese art and literature.

NUNG MIN CHOW KAN (Farmers' Weekly) (農民週刊)
Established 1925.
Published every Saturday in the Chinese language by the Chung Hwa Society for the Promotion of Citizens' Education.
Circulation: 1,000, of which 60% is circulated locally and 40% is sent to outports. Read mostly by farmers.
Number of pages: 10.
Size of type-page: 6" × 8¼".
Number and size of columns: 2 columns, each measuring 6" × 4".

TIENTSIN SHANG PAO HUA KAN (Tientsin Commercial News Pictorial) (天津商報畫刊)
Established July, 1930.
Published every Tuesday, Thursday and Saturday in the Chinese language.
Circulation: 8,700, of which 45% is circulated locally and 55% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 9" × 14".
Number and size of columns: 7 columns, each column measuring 9" × 2".

TIENTSIN TSING PAO (Tientsin Crystal) (天津晶報)
Established April, 1929.
Published every three days in the Chinese language.
Circulation: 4,600, of which 80% is circulated locally and 20% is sent to outports. Read mostly by the intellectual classes.
Number of pages: 4.
Size of type-page: 9½" × 14".
Number and size of columns: 8 columns, each measuring 9½" × 2".
Publishers' Remarks: There is plenty of material in this paper, which together with its fine printing makes it a good publication.

YIH SHIH CHU JIH PAO SHIEH (Social Welfare Sunday News) (益世主日報社)
Established 1912.
Published every Sunday in the Chinese language by the Yih Shih Pao of Tientsin.
Circulation: 5,000, of which 10% is circulated locally and 90% is sent to outports. Read mostly by Christians.
Number of pages: 16.
Size of type-page: 6½" × 9".
Size of column: 6½" × 4½".

The Most Popular Paper
in North China

THE SOCIAL WELFARE

(YIH SHIH PAO)

Established 1915

1 VIA TRIPOLI, ITALIAN CONCESSION
TIENTSIN, CHINA

As the leading daily newspaper of North China entirely independent in its views and criticisms, the "Social Welfare" is by far the more influential than any other newspapers in the district.

ADVERTISING RATES ON APPLICATION

MAP OF CHINA SHOWING POSITION

OF **HUNAN** PROVINCE

AREA: *83,398 square miles.*

POPULATION: *40,529,988.*

IMPORTANT CITIES: *Changsha, Changteh, Hengyang.*

HUNAN PROVINCE

HUNAN, covering an area of 83,398 square miles, is located in Central China. The whole province on the northern boundary is adjacent to Hupeh Province; Kiangsi runs the full length of the eastern boundary; Kwangsi and Kwangtung occupy equal sections of the southern boundary, and Kweichow forms the greater part of the western boundary with a small portion of Szechwan Province adjoining in the extreme north-west.

It has a population of 40,529,988. The density of population per square mile is 486.

The climate of the province is moist. The summer months are both warm and damp, whereas the winter months, due to the prevailing humidity and icy winds, are very cold.

Excepting the plain surrounding Tungting Lake and the valleys of the Yuen and Siang rivers, all of the province is hilly. These rivers all flow northward into Tungting Lake, which is connected with the Yangtze by several channels. Hunan in the past has largely depended on its waterways for transportation and communication.

During recent years, the provincial government has devoted itself to constructing motor roads. There is a fleet of omnibuses on the roads radiating from Changsha. The Hankow-Canton Railway remains unfinished, and it has only been constructed as far south as Chuchow. From Chuchow starts the Chuchow-Pinghsiang Railway, running eastward to the collieries of Pinghsiang in Kiangsi.

The fertility of Hunan is shown by the proverb "a good harvest in Hunan means plenty for the whole of China". The hillsides are all terraced and farmed, and three crops are grown each year. Tea is Hunan's most famous product. Other crops are hemp, cotton, rice, tobacco, beans, wheat, ramie, sesamum, and vegetable oils.

Hunan produces more than 300,000 tons of coal annually; the coal fields embrace 21,100 square miles in the southeastern part of the province. Antimony is the chief metal that has been mined. Lead and zinc deposits are found in the south, while tin mines are found close to the Kwangtung border. Gold washing is carried on in various parts of Hunan, but the amount secured barely pays for the labour.

There are two consular representatives for Great Britain and Japan at Changsha, provincial capital of the province.

CHANGSHA (長沙) the capital of Hunan, is situated on the right bank of the Siangkiang, in the east of the Province. The city is a treaty port opened to foreign trade in 1904. Changsha is situated in a fertile valley where rice is one of the main crops grown and vegetables are also cultivated on a large scale. Changsha is the main market for antimony in Hunan and the city is the supplier of about three-quarters of the world's demand. Changsha is perhaps the cleanest city in China. Within the walls of the city are fine buildings, which include temples, schools, the Hunan-Yale Medical Hospital and the Hunan University. The latter two institutes are without the city walls, the University being situated on the slopes of the Yo Lo-shan. Communication is provided by the Siangkiang, which is a tributary of the Yangtze; a railway line connects Changsha to Wuchang. Cotton mills, cement works, a glass factory, a flour mill and a fire-cracker factory are established at Changsha. Fire-crackers are exported as far as Singapore.

CHANGSHA SZE MIN JIH PAO (Changsha Citizens' Daily News) (長沙市民日報)
Established August, 1930.
Published every morning in the Chinese language including Sundays.
Circulation: 5,000, of which 60% is circulated locally and 40% is sent to outports.
Number of pages: 2 sheets, 4 pages to each sheet.
Size of type-page: 14″ × 22″.
Number and size of columns: 12 columns, each column measuring 14″ × 1¾″.
Publishers' Remarks: This publication is famous for its daring criticisms, and has been on many occasions warned by the local authorities.

CHUAN MIN JIH PAO (The Mass Daily News) (全民日報)
Established 1928.
Published every morning in the Chinese language.
Circulation: 3,400, of which 40% is circulated locally and 60% is sent to outports.
Number of pages: 2 sheets, 4 pages to each sheet.
Size of type-page: 14″ × 19″.
Number and size of columns: 10 columns, each column measuring 14″ × 1⅞″.
Feature page: Supplementary edition every Monday.

HUNAN CHUNGSHAN JIH PAO (Hunan Chungshan Daily News) (湖南中山日報)
Established July, 1929.
Published every morning in the Chinese language including Sundays.
Circulation: 9,000.
Number of pages: 2 and a half sheets, each sheet containing 4 pages.
Size of type-page: 13½″ × 19½″.
Number and size of columns: 10 columns, each column measuring 13½″ × 2″.

HUNAN FOU NU JIH PAO (Hunan Women's Daily News) (湖南婦女日報)
Language: Chinese.
Established March, 1933.
Circulation: 5,000; 40% outport, 60% local.
Number of pages: 4.
Number of columns: 6.
Size of column: 9 1/6″ × 2 1/6″.
Publishers' Remarks: Except this publication, there is no women's publication in Hunan Province.

HUNAN KUO MIN JIH PAO (Hunan People's Daily News) (湖南國民日報)
Established March, 1928.
Published every morning in the Chinese language including Sundays.
Circulation: 10,000, of which 60% is circulated locally and 40% is sent to outports.

Number of pages: 3 sheets, 4 pages to each sheet.
Size of type-page: 13½" × 19".
Number and size of columns: 12 columns, each column measuring 13½" × 16".
Publishers' Remarks: Being well equipped with printing machinery, this publication produces well-printed copies, while its circulation is the biggest in this city and its reports are accurate and fast.

NAN YUE JIH PAO (Nan Yue Daily News) (南岳日報)
Language: Chinese.
Established May, 1933.
Published daily.
Circulation: 3,000; 60% outport, 40% local.
Number of pages: 4.

TAH KUNG PAO (Great Justice Press) (湖南大公報)
Language: Chinese.
Established Sept. 1915.
Published daily.
Circulation: 4,000; 50% outport, 50% local.
Number of pages: 4.
Size of page: 13½" × 18 6/8".
Number of columns: 10.
Size of column: 13½" × 1⅞".

WAN WAN PAO (Evening News) (晚晚報)
Language: Chinese.
Established April, 1931.
Published daily.
Circulation: 5,000; 60% outport 40% local.
Number of pages: 2.
Size of page: 9½" × 13 1/5".
Number of columns: 11.
Size of column: 9½" × 1⅛".

CHANGTEH (常德) situated on the north bank of the Yuan river, lies to the west of Tungting Lake in the centre of the northern district. It is of some importance as the distributing centre of wood-oil, beans and vegetable tallow, which come from the western districts. The question of making Changteh an open port has been considered by the Chinese Government. Officials visited the city in 1906 and 1915 to enquire into ways and means of bringing about this project, but as yet the port is still closed and only remains open to vessels under the Inland Water Navigation rules. It is the market centre for goods coming from the provinces of Szechwan, Hupeh and Kweichow.

CHIEN SZE JIH PAO (Construction Daily Press) (建設日報)
Language: Chinese.
Established March, 1929.
Circulation: 1,230; 30% outport, 70% local.
Number of pages: 4.
Size of page: 13" × 19".
Number of columns: 12.
Size of column: 13" × 1¾".
Feature pages:
"Native Products"—Monday.
"Movie"—Saturday.
"Literature"—Sunday.
Publishers' Remarks: It is organized and supported by private interests, and stands for the people, without political background. Only the latest news is offered to our readers, as received by telegraph and wireless daily.

FENGHWANG (鳳凰) is an inland city of the mountainous region, very near the Kweichow border.

CHUN NUNG YUEH KAN (Military & Peasantry Monthly) (軍農月刊)
Established June, 1930.
Published at the end of every month in the Chinese language by the 34th Military Division.
Circulation: 2,000, of which 30% is circulated locally and 70% is sent to outports. Subscribed by out-district associations and public bodies.
Number of pages: 70 odd pages.
Size of type-page: 4½" × 6½".
Number of columns: 1 column.

HENGYANG (衡陽) is the centre of an important coal producing area, connected by a motor road with the provincial capital, Changsha.

HENGYANG KUO MIN JIH PAO (Hengyang People's Daily News) (衡陽國民日報)
Established June, 1928.
Published every morning in the Chinese language including Sundays.
Circulation: 1,000, of which 80% is circulated locally and 20% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type page: 13½" × 19".
Number and size of columns: 13½" × 1.9".

HENGYU JIH PAO (Hengyu Daily News) (衡嶽日報)
Language: Chinese.
Established 1927.
Circulation: 1,700; 30% outport, 70% local.
Number of pages: 4.

LIHSIEN (澧縣) is a northern city, lying on the left bank of the Li-ho, which flows into the Tungting Lake.

LIHSIEN MIN PAO (Lihsien People's Press) (澧縣民報)
Established August, 1928.
Published every two days in the Chinese language including Sundays and holidays.
Circulation: 800, of which 30% is circulated locally and 70% is sent to outports. Read by all classes.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 13½" × 19".
Number and size of columns: 8 columns, each measuring 13½" × 2⅜".

SIANGTAN (湘潭) lies on the left bank of the Siangkiang and to the southwest of Changsha. Coal mines of a poor quality are located close to the city.

SIANGTAN MIN PAO (Siangtan People's Press) (湘潭民報)
Established 1926.
Published every morning in the Chinese language including Sundays.
Circulation: 5,700, of which 70% is circulated locally and 30% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 14" × 19".
Number and size of columns: 10 columns, each column measuring 14" × 2".
Publishers' Remarks: This publication has experts in its editorial department, and is equipped with a radio receiving set supplying most up-to-date news. Its printing is of fine quality and its circulation has been growing steadily.

TAOYUAN (桃源) lies on the Yuan river to the south of Changteh. Steamer services connect these two cities.

TAOYUAN TUNG SHU PAO (Taoyuan Simple Language Press) (桃源通俗報)
Established June, 1928.
Published daily in the Chinese language except Sundays.
Circulation: 500, of which 95% is circulated locally and 5% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Number of columns: 4 columns.

MAP OF CHINA SHOWING POSITION OF **HUPEH** PROVINCE

AREA: *71,428 square miles.*

POPULATION: *28,616,576.*

IMPORTANT CITIES: *Hankow, Ichang, Shasi, Wuchang.*

HUPEH PROVINCE

HUPEH embraces an area of 71,428 square miles with a population of 28,616,576. Its southern boundary is formed by the provinces of Hunan and Kiangsi; Anhwei lies on the east; Szechwan and Shensi are on the west, the latter also forming part of the northern boundary, which is completed by Honan Province. Wuchang is the provincial capital.

The Yangtze flowing from west to east is regarded as the highway for all traffic passing through the Province. Though 600 miles from the sea, Hankow is accessible to ocean steamers for eight months of the year. Between Hankow and Ichang the lower river ships are able to ply in the high water season, but winter navigation is very difficult and is carried on primarily by the shallow draught small steamers. Small craft is used on the Han River, which is of some importance as a trade route.

The Peiping-Hankow Railway terminates at Hankow after a run of 755 miles. The Canton-Hankow Railway has not as yet been completed and only runs as far south as Chuchow in Hunan. A daily air-mail from Shanghai to Hankow has been in operation for nearly four years, and has been successfully extended into Szechwan Province.

The soil of the province is fertile, especially in the Han Valley. The agricultural products are cotton, rice, wheat, vegetable tallow, tea, silk, flax, and hemp. Hog bristles and hides of the cow and water buffalo form one of the important exporting trades of the province.

The important mineral of this province is iron, the mines of which are situated at Tayeh, and coal mines are found in the vicinity also. About 700,000 tons of iron ore and 100,000 tons of coal are mined annually. Gold washing is an old industry of Shasi and Ichang.

Consulates of America, Belgium, Denmark, Finland, France, Germany, Great Britain, Italy, Japan, Netherlands, Norway, Portugal and Sweden are established at Hankow. France, Great Britain and Japan have their consulates also established at Ichang. The British consulate of Shasi is under the jurisdiction of the British consulate at Ichang.

HANKOW (漢口) lies at the confluence of the Han River with the Yangtze. A regular steamer service is maintained between this port and Shanghai. Hankow is the principal port of the Yangtze and in the central position of all the provinces of China. It is a treaty port opened to foreign trade in 1862 and

from that date it rapidly developed as an importing and exporting centre for the interior of China. The manufacture of brick tea originally brought Hankow into prominence as a trading centre, but lately the decline of the tea trade, arising partly from the economic plight of Russia, which used to be the principal customer, and partly from Britain's preferential tariffs in favour of Ceylon, may be put down as one of the reasons for the falling off of trade in general at Hankow. There is a large foreign community resident at Hankow and the majority of the larger business houses of Shanghai, banks and shipping lines have their branches and agencies established at the port. The Hankow Bund is renowned, and is one of the finest in the Far East. Flour and cotton mills are established; there are some large cotton packing establishments. Hankow is essentially the trading port of the Province and Wuchang the industrial city. Since the disastrous floods of 1931 a retaining wall has been built along the Bund frontage. Its population is 774,096.

CENTRAL CHINA POST, THE
Published every morning except Sundays in the English language.
Circulation: 1,100.
Number of pages: 14-16.
Size of type-page: 15″ × 22″.
Number of columns: 7, width 2″.

CHEN TAN MIN PAO (The Aurora People's News) (震旦民報)
Established May, 1931.
Published every morning in the Chinese language including Sundays.
Circulation: 3,000, of which 70% is circulated locally and 30% is sent to outports.
Number of pages: 3 sheets of 4 pages each.
Size of type-page: 13″ × 19″.
Number and size of columns: 8 columns in each page, each column measuring 13″ × 2⅜″.

CHING YEE PAO (The Righteous) (正義報)
Established 1931.
Published daily in the Chinese language including Sundays.
Circulation: 2,000.
Number of pages: 8.
Size of type-page: 14¼″ × 19¾″.

DAH HAN JIH PAO (Great China Daily News) (大漢日報)
Language: Chinese.
Established Sept. 1930.
Published daily.
Circulation: 3,000; 10% outport, 90% local.
Number of pages: 4.
Supplements: Penmanship Weekly—published every Monday. Novelty World published every Saturday.
Publishers' Remarks: Originated by Japanese 30 years ago, in Sept. 1930 handed to Chinese officials.

DAO PAO (The Leader) (導報)
Established 1933.
Published daily.
Language: Chinese.
Circulation: 700.
Number of pages: 4.
Size of type-page: 9¼″ × 13¾″.

HANKOW CHUNG SI PAO (Hankow Foreign and Chinese News) (漢口中西報)
Established 1905.
Published every morning in the Chinese language including Sundays.
Circulation: 16,000, of which 60% is circulated locally and 40% is sent to outports.
Number of pages: 2 sheets, 4 pages to each sheet.
Size of type-page: 13¼″ × 20¼″.
Number and size of columns: 10 columns, each column measuring 13¼″ × 2″.
Feature pages: Special Supplement for Arts and Literature on Saturdays, Cinema Supplement on Sundays, and Children's Supplement on Wednesdays.

Published in 1933——

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HANKOW DAH TUNG JIH PAO (The Hankow Cosmopolitan) (漢口大同日報)
Established 1931.
Published every day in the Chinese language including Sundays.
Circulation: 9,000.
Number of pages: 2 sheets of 4 pages each.
Size of type-page: 14¼″ × 19½″.
Number and size of columns: each sheet contains 10 columns, each column measuring 14¼″ × 2″.
Publishers' Remarks: Its criticisms are impartial, news reports are fast and accurate and printing is of the finest quality. Already it has enjoyed a wide circulation.

HANKOW HERALD, THE
Established 1922.
Published daily (morning) except Monday in the English language.
Circulation: 2,000 copies daily.
Number of pages: 12.
Size of type-page: 14″ × 19″.
Number and size of columns: 7 columns, each column 2″ wide.

HANKOW KUNG LUN JIH PAO (The Public Opinion, Hankow) (漢口公論日報)
Established 1919.
Published every morning in the Chinese language including Sundays.
Circulation: 5,700, of which 60% is circulated locally and 40% is sent to outports.
Number of pages: 3 sheets of 4 pages each.
Size of type-page: 14″ × 19½″.
Number and size of columns: 10 columns, each column measuring 19½″ × 2″.
Feature pages: 5 supplements.
Publishers' Remarks: This publication has the best record among the papers in Central China. Its readers comprise all classes, especially the educated class.

HANKOW SIN WAN PAO (Hankow Daily News) (漢口新聞報)
Established May, 1914.
Published every morning in the Chinese language including Sundays.
Circulation: 7,000, a large portion of which is circulated in Hankow, Wuchang and Hanyang.
Number of pages: 4 sheets, 4 pages to each sheet.
Size of type-page: 13″ × 19½″.
Number and size of columns: 6 columns to a page, each column measuring 13″ × 3¼″.

KUNG LUNG JIH PAO (Public Opinion Daily News) (公論日報)
Language: Chinese.
Established January, 1919.
Circulation: 8,200; 43% outport, 57% local.
Number of pages: 12 pages.
Feature pages: Screen and Arts, daily. Publication World every Saturday.

SHIH TAI JIH PAO (The Times Daily News) (時代日報)
Established December, 1931.
Circulation: 3,000.
Number of pages: 8.
Supplement: Pictorial Supplement (indefinite).

SIN CHUNG HWA (The New China) (新中華)
Established 1932.
Published daily in the Chinese language including Sundays.
Circulation: 800.
Number of pages: 8.
Size of type-page: 14¼″ × 19″.

SIN FU NUI (The New Woman) (新婦女)
Established 1933.
Published daily.
Language: Chinese.
Circulation: 700.
Number of pages: 4 pages.
Size of type-page: 9″ × 13¾″.

SIN MING PAO (The New People's News) (新民報)
Established September, 1926.
Published every morning in the Chinese language including Sundays.
Circulation: 8,700, of which 70% is circulated locally and 30% is sent to outports.
Number of pages: 3 sheets of 4 pages each sheet.

Size of type-page 13″ × 20″.
Number and size of columns: 10 columns, each column measuring 13″ × 2″.

SIN QUAI PAO (The New Express Press) (新快報)
Language: Chinese.
Established June, 1928.
Published daily.
Circulation: 5,000; 20% outport, 80% local.
Number of pages: 2.
Number of columns: 10.
Size of column: 7¾″ × 1″.

WU HAN JIH PAO (Wuchang & Hankow Daily News) (武漢日報)
Language: Chinese.
Established June, 1929.
Published daily.
Circulation: 15,000; 50% outport, 50% local.
Number of pages: 3 sheets—12 pages.
Size of page: 14½″ × 20¼″.
Number of columns: 12.
Size of column: 14½″ × 1 11/16″.
Publishers' Remarks: Evening edition issued daily.

PERIODICALS

CHENG WU CHOW KAN (The Administration Weekly) (政務週刊)
Established 1933.
Published weekly in the Chinese language by the Honan-Hupeh-Anhwei Bandit Suppression Commander-in-Chief's Headquarters.
Circulation: 3,000.

CHING NIEN PING LUN (The Young Critic) (青年評論)
Established September, 1932.
Published weekly in the Chinese language.
Circulation: 2,000.

HANKOW CHUNG HSUEH SUNG YUEH KAN (The Hankow Middle School Students' Monthly) (漢口中學生月刊)
Circulation: 1,000.

HANKOW SHIAO HSUEH SUNG YUEH KAN (The Hankow Primary School Students' Monthly) (漢口小學生月刊)
Published monthly in the Chinese language.

YUE LUN PAO (The Critic) (輿論報)
Established March, 1932.
Published every three days in the Chinese language .
Circulation: 36,000, of which 70% is circulated locally and 30% is sent to outports.
Number of pages: 4.
Size of type-page: 8¾″ × 13¼″.

ICHANG (宜昌) lies at the commencement of the rapids and gorges of the Yangtze. It is a treaty port, which was first opened to foreign trade in 1877. Cargo proceeding higher up the river than Ichang has to be transferred to a smaller type of boat. This is in the case of native craft only as the steamers on the upper Yangtze run are specially built to mount the river as high as Chungking. There is an aerodrome at Ichang.

KUO MIN JIH PAO (People's Daily News) (國民日報)
Established 1932.
Published every morning in the Chinese language including Sundays.
Circulation: 1,500.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 14¼″ × 19½″.
Number and size of columns: 12 columns each measuring 19½″ × 1⅝″.
Feature pages: Pictorial Supplement every Saturday.
Publishers' Remarks: This publication is circulated throughout the 24 districts in West Hupeh, and its advertising rates are particularly reasonable.

YOH SI CHUNGSHAN JIH PAO (Chungshan Daily News of West Hupeh) (鄂西中山日報)
Established January, 1932.
Published every day in Chinese including Sundays.
Circulation: 3,600, of which 60% is circulated locally and 40% is sent to outports.
Number of pages: 1 and half sheets—6 pages.

Size of type-page: 13½″ × 19¼″.
Number and size of columns: 12 columns, each column measuring 13½″ × 1⅝″.
Feature pages: Evening Supplement on Sundays.
Publishers' Remarks: This publication is subsidized by and edited under the auspices of the Kuomintang Party of Ichang, its chief aim and purpose being to foster the Kuomintang Party ideas in the public minds, promote public opinion and construction programs and introduce new ideas to the people. It has gained the confidence of the intellectual class.

SHASI (沙市) on the northern bank of the Yangtze, is higher up stream than Hankow. The port first came into prominence during the Tang Dynasty, and was opened to foreign trade in 1896. There are many canals in the surrounding country where cotton is the main production. A cotton mill has recently been completed at Shasi and is operating with considerable success. Rice is an important crop in the district.

CHANG KIANG SHANG WU PAO (Yangtze Commercial News) (長江商務報)

Language: Chinese.
Established 1932.
Published daily.
Circulation: 3,700; 60% outport, 40% local.
Number of pages: 1 sheet of 2 pages.
Size of page: 10″ × 15″.
Number of columns: 12.
Size of column: 10″ × 1¼″.

KING PAO (The Hupeh Press) (荊報)

Language: Chinese.
Established July, 1930.
Published daily.
Circulation: 3,000; 60% outport, 40% local.
Number of pages: 4.
Size of page: 13″ × 18″.
Number of columns: 12.
Size of column: 13″ × 1½″.
Publishers' Remarks: Supplement on every national memorial day.

KANSU PROVINCE

KANSU, with an area of 125,483 square miles, is shaped like a frying pan, with the handle stretching northwest towards Sinkiang, along which the silk route runs. The southern part of its northern section is separated from Chinghai by the Richthofen mountains; on the west is Sinkiang. Ninghsia is the neighbouring province on the north-eastern boundary; while in the south and east are Szechwan and Shensi respectively. It has a sparse population of 7,422,818, the density of population being 59 per square mile.

Kansu is even more arid than Shensi, and has extremes of heat and cold.

Western and southern Kansu is very mountainous with many lofty ranges extending eastward from the Kuenlun and Altyn-Tagh systems. Railway transportation has not developed yet, therefore, highways are resorted to for transportation and communication. The four main roads radiating from Lanchow are (1) to Urumchi by the silk route for transporting silk to Central Asia and Europe in ancient times; (2) to Sining and on to Lhasa in Tibet; (3) to Sian, capital of Shensi; and (4) to Chengtu in Szechwan. All the rivers are not suitable for navigation.

Being mountainous in nature, Kansu is not a suitable place for agricultural development with the exception of a few districts. The chief crops are wheat, fruit, indigo, tobacco, barley and vegetables. Sheep rearing is the occupation of those living in the hilly districts.

Kansu is rich in coal. But lack of transportation facilities and capital is accounted the reason why the mines remains undeveloped. Copper is mined seventy miles north of Lanchow. Salt is available from salt lakes.

PINGLIANG (平涼) is an important trading centre in the mountainous region. A great overland route connects with the important cities in the neighbouring province of Shensi.

SIN LUNG JIH PAO (The New Kansu Daily News) (新隴日報)
Established March, 1926.
Published every morning in the Chinese language including Sundays.
Circulation: 1,000, of which 40% is circulated locally and 60% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 10″ × 14″.
Number and size of columns: 6 columns in a page, each column measuring 10″ × 2⅜″.

MAP OF CHINA SHOWING POSITION

OF **KANSU** PROVINCE

AREA: *125,483 square miles.*

POPULATION: *7,422,818.*

IMPORTANT CITIES: *Lanchow, Pingliang, Tsiuchwan.*

TIENSHUI (天水) lies at the commencement of the Wei river passing through a *loess* plateau of varying height down into Shensi.

LUNGNAN MIN SHENG JIH PAO (Lungnan People's Voice) (隴南民聲日報)
Established February, 1932.
Published every morning in the Chinese language.
Circulation: 500, of which 20% is circulated locally and 80% is sent to out-districts. Read by all classes.
Number of pages: 1 sheet of 2 pages.
Size of type-page: 8¼" × 16".
Number and size of columns: 5 columns, each measuring 8¼" × 3¼".

TSIUCHWAN (酒泉) is another name for Suchow (肅州) only 30 miles from the last gate in the Great Wall. The valley surrounding it is very fertile.

BIEN KWAN CHEN SHI (The Border Morning Ray) (邊關晨曦)
Established May, 1932.
Published every Friday in the Chinese language.
Circulation: 400—read mostly by officials and scholars.
Number of pages: 1 sheet of 2 pages.
Size of type-page: 9½" × 13".
Number and size of columns: 3 columns, each measuring 9½" × 3¼".

KIANGSI PROVINCE

KIANGSI is a province of 27,563,410 population, with an area of 69,498 square miles. Its northern boundary is formed by the Yangtze. On the northwestern frontier stands the Lu Shan, separating the Province from Hupeh. The western boundary is the mountainous country which divides it from Hunan. Kwangtung borders the south of the Province, and the eastern frontier adjoins the provinces of Fukien, Chekiang, and Anhwei.

The summer months of this province are very hot and the atmosphere is humid, especially in the low-lying country. But on the beautiful Lu Shan near Kiukiang there is the famous sanatorium and summer resort of Kuling. In the north of the Province it is often very cold in winter, but further south the climate is more temperate, as the southern section lies in the subtropical belt.

Roads are being developed quickly. A road from Nanchang runs north-eastwards to Kingtehchen, where it forks to Anking in the north and to Nanking in the north-east. A road passing Nanchang on the west and skirting the western borders of the Poyang Lake, runs to Kiukiang and further proceeds to Anking after crossing the Yangtze.

There are two railways in the Province. The Nanchang-Kiukiang Railway and the Pinghsiang-Chuchow Railway. The former covers a distance of only 80 miles at present and it is hoped to extend it southwards to Canton; the latter purely serves for coal transportation.

The Yangtze is certainly the main means of communication between Kiangsi and other provinces along the River. The Kan Kiang is regarded as the highway of the Province. Poyang Lake is very similar to Tungting Lake in Hunan, and during the high water season in summer it is far larger than in winter.

The Kan valley is of great fertility. Keemun tea is the famous product. Rice, cotton, wheat, tobacco, sugar, hemp, and beans are other important products. Bamboo is grown and paper is made from it.

The porcelain industry of Kingtehchen is one of the oldest industries of the Province. The value of the chinaware manufactured there annually is about four million dollars. Fans are also manufactured and form a leading export from the south. The manufacture of soap is growing to be an important industry. Coal is mined near Pinghsiang and copper mined at Kanchow.

British and Japanese consulates are established at Kiukiang.

MAP OF CHINA SHOWING POSITION

OF **KIANGSI** PROVINCE

AREA: *69,498 square miles.*

POPULATION: *27,563,410.*

IMPORTANT CITIES: *Kiukiang, Nanchang.*

KIUKIANG (九江) the only treaty port of the Province, is situated on the Yangtze and at the northern end of the Kiukiang-Nanchang Railway. The port was opened to foreign trade in 1862, and although the city suffered from the Taiping Rebellion, with the establishment of a foreign settlement its prosperity began to return. The foreign settlement has been controlled by Chinese authorities since 1927. Tea is an important export of this port, which was originally opened to develop the trade of this commodity. Hankow, however, is now the chief exporter of tea. The surrounding district is fertile; rice, cotton, tobacco and ramie are some of the principal crops. A match factory, electric power house, the Kiuhsing Spinning and Weaving factory and the Kiukiang Customs Lights Repair Yard are among the larger concerns of this port.

KIUKIANG JIH PAO (Kiukiang Daily News) (九江日報)
Established September, 1927.
Published every morning in the Chinese language including Sundays.
Circulation: 2,000, of which 50% is circulated locally and 50% is sent to outports.
Number of pages: 2 sheets of 4 pages each sheet.
Size of type-page: 13″ × 20″.
Number and size of columns: 8 columns, each column measuring 13″ × 2⅜″.
Publishers' Remarks: This publication has modern machinery for printing and its news is most accurate, being equipped with radio receiving apparatus. It has special correspondents in Shanghai and Nanking.

KIUKIANG MIN KUO JIH PAO (Kiukiang Republican Daily News) (九江民國日報)
Established 1930.
Published every morning in the Chinese language including Sundays.
Circulation: 1,000.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 13½″ × 20″.
Number and size of columns: 12 columns, each measuring 13½″ × 1.7″.

ZINYANG WAN PAO (Kiukiang Evening News) (潯陽晚報)
Established April, 1930.
Published every evening in the Chinese language including Sundays.
Circulation: 1,200, of which 60% is circulated locally, 20% is sent to Kuling and 20% to other districts.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 13¼″ × 9¼″.
Number and size of columns: 7 columns, each column measuring 9¼″ × 2″.

NANCHANG (南昌) the capital of the Province, is on the right bank of the Kan River in the centre of a fertile plain. During the Han period the city was known as Yuchang. The city suffered greatly during the Taiping Rebellion. There are many canals joining it to Poyang Lake and the towns in the near vicinity. The city lies at the terminus of the railway from Kiukiang. Small steamers are able to reach the city all the year round. During the past two years many good roads have been built in the province with Nanchang as the center, so that the city is now greatly modernized.

DAH KWANG PAO (The Great Light) (大光報)
Established March, 1933.
Published every morning in the Chinese language including Sundays.
Circulation: 3,100, of which 68% is circulated locally and 32% is sent to outports.
Number of pages: 2 sheets of 4 pages to the sheet.
Size of type-page: 14″ × 27″.
Number and size of columns: 3 columns in a page, each column measuring 14″ × 9″.
Feature pages: Arts and Literature Page every Sunday and Children's Page every Monday.
Publishers' Remarks: The novelty and distinctive printing coupled with special attention in editing makes this publication the best ever published in the city of Nanchang. It is praised by its readers and its circulation is increasing daily.

KIANGSI WAN PAO (Kiangsi Evening News) (江西晚報)
Established Sept. 1927.
Published every evening in the Chinese language including Sundays.
Circulation: 3,000, of which 70% is circulated locally and 30% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 13⅛″ × 19″.
Number and size of columns: 20 columns, each column measuring 13⅛″ × 2″.
Publishers' Remarks: The news published in this paper is one day ahead of other morning papers. It is the only evening paper in Kiangsi Province. It is a valuable advertising medium.

NANCHANG SHANG PAO (Nanchang Commercial Daily News) (南昌商報)
Established August, 1929.
Published every morning in the Chinese language including Sundays.
Circulation: 8,520.
Number of pages: 2 sheets of 4 pages each sheet.
Size of type-page: 14″ × 20″.
Number and size of columns: 8 columns, each column measuring 14″ × 2½″.
Publishers' Remarks: This publication has its special staff in charge of printing and editing and has special correspondents in Nanking and Shanghai. Its reports are fast and accurate.

NANCHANG SIN WAN JIH PAO (Nanchang Daily News) (南昌新聞日報)
Established April, 1928.
Published every morning in the Chinese language including Sundays.
Circulation: 5,000, of which 67% is circulated locally and 33% is sent to outports.
Number of pages: 2 sheets, 4 pages to each sheet.
Size of type-page: 14⅜″ × 19¾″.
Number and size of columns: 8 columns, each measuring 14⅜″ × 2½″.
Publishers' Remarks: This publication is the only paper of recognized value and it has besides both telegraphic and wireless news reports, its own staff of correspondents in Nanking, Tientsin, Shanghai, Hankow and Canton. It has enjoyed the confindence of the public and is the leading paper in Nanchang.

MAP OF CHINA SHOWING POSITION OF **KIANGSU** PROVINCE

AREA: *38,610 square miles.*

POPULATION: *34,624,433.*

IMPORTANT CITIES: *Chinkiang, Hsuchow, Nanking, Nantung, Shanghai, Soochow, Tsingkiangpu, Wusih.*

KIANGSU PROVINCE

KIANGSU is located on the central sea-board of China with a total area of 38,610 square miles. Its north is bounded by Shantung; on the west are Honan and Anhwei; Chekiang and the Great Tai-ho combine together to form the southern boundary; the whole of the east is bounded by the China Sea. Chinkiang is the provincial capital.

It has a population of 34,624,433. The density of population is 863 per square mile, this province being one of the most densely populated in China.

Except in January and February, the winter months are mild. The summer months are hot and damp, but thunderstorms clear the atmosphere after oppressive heat. Autumn is the best season. The climate in the north is drier than that of the south.

Kiangsu is the best watered province in China. Nearly every city in this province is served by launches. The Grand Canal is a very important waterway, while the Whangpoo River is the largest and busiest of all.

Besides macadamized roads connecting all important cities, there are five railways, namely, Shanghai-Woosung Railway, Nanking-Shanghai Railway, Tientsin-Pukow Railway, Lung-Hai Railway and Shanghai-Hangchow Railway. The importance of this province commercially, industrially and financially, is partly attributed to the network of transportation and communication spreading over the whole territory.

Since most of the Province was formed by the silt brought down by the Yangtze and the Yellow River, the Province is very fertile, especially the southern part. Cotton, sesame, beans, groundnuts, silk, hemp and vegetables are among the important crops grown.

Industrially and commercially, Kiangsu is one of the wealthiest provinces. In Shanghai there are a large number of factories. The principal Chinese manufactures include cotton, silk, silver, canned goods, tobacco, matches, oil, paper and leather.

The following countries have governmental representatives and their staff at Shanghai:—America, Austria, Belgium, Brazil, Chile, Cuba, Czechoslovakia, Denmark, Finland, France, Germany, Great Britain, Italy, Japan, Netherlands, Norway, Portugal, Spain, Sweden, and Switzerland.

The following countries have representatives at Nanking:—America, Germany, Great Britain, and Japan. British consular representation at Chinkiang is administered by H. M. Consul at Nanking. Japan has a consul at Soochow.

CHANGCHOW (常州) is an important trading city on the Shanghai-Nanking Railway, midway between Nanking and Shanghai. Its fine craftsmanship for comb-making has won a nation-wide fame for a long time.

CHANGCHOW KON PAO (Changchow Steel News) (常州鋼報)
Established December, 1929.
Published every 3 days in the Chinese language.
Circulation: 2,800, of which 70% is circulated locally and 30% is sent to outports.
Number of pages: 1 sheet of 2 pages.
Size of type-page: 13½" × 20"
Number and size of columns: 6 columns, each measuring 20" × 2⅛".

CHUNGSHAN JIH PAO (Wutsin Chungshan Daily News) (武進中山日報)
Established July, 1927.
Circulation: 3,000.
Number of pages: 4.
Number of columns: 8.
Size of columns: 12" × 5".

WUTSIN SHANG PAO (Wutsin Commercial News) (武進商報)
Established April, 1927.
Published every morning in the Chinese language including Sundays.
Circulation: 2,400, of which 85% is circulated locally and 15% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Number and size of columns: 8.
Publishers' Remarks: The object of this publication is for the development of commerce; it is considered to be a well-equipped organization. Its news reports are fast and accurate; its circulation is steadily growing.

CHANGSHU (常熟) lying to the south of the Yangtze River, is famous as the most important rice-producing centre of this province.

JIN PAO (The Changshu Harp) (琴報)
Established May, 1916.
Published every morning in the Chinese language including Sundays.
Circulation: 3,300, of which 65% is circulated locally and 35% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 14¼" × 20".
Feature pages: Literature and Arts Page on Sundays, Law Page on Mondays, Music Page on Wednesdays, Educational Page on Fridays, Health Page on Thursdays, and Children's Page on Saturdays.

CHINKIANG (鎮江) on the southern bank of the Yangtze, is forty-five miles east of Nanking. It is the capital of the Province and a commercial centre of some importance.

CHINKIANG SHANG PAO (Chinkiang Commercial News) (鎮江商報)
Established October, 1932.
Published daily in the Chinese language.
Circulation: 1,500, of which 55% is circulated locally and 45% is sent to outports.

KIANG SING JIH PAO (The Voice of Chinkiang) (江聲日報)
Established March, 1924.

Published every morning in the Chinese language, including Sundays.
Circulation: 4,300, of which 56% is circulated locally and 44% is sent to outports.
Number of pages: 2 sheets, 4 pages to each sheet.
Size of type-page: 18″ × 24″.
Number and size of columns: 6 columns to a page, each column measuring 24″ × 3″.
Feature pages: Literature and Arts Page on Mondays, Construction and Communications Page on Thursdays, and Woman's Page on Sundays.

KIANGSU SENG PAO (The Kiangsu Provincial News) (江蘇省報)
Established November, 1930.
Published every morning in the Chinese language including Sundays.
Circulation: 2,500, of which 40% is circulated locally and 60% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 14¼″ × 19¼″.
Number and size of columns: 12 columns to a page, each column measuring 14¼″ × 1.6″.

SAN SHAN JIH PAO (San Shan Daily News) (三山日報)
Established June, 1919.
Published every morning in the Chinese language, including Sundays.
Circulation: 2,600, of which 40% is circulated locally and 60% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 14½″ × 19″.
Number and size of columns: 10 columns, each column measuring 14½″ × 1.9″.

SIN KIANG SOO PAO (New Kiangsu Press) (新江蘇報)
Established October, 1928.
Published every morning in the Chinese language including Sundays.
Circulation: 6,500, of which 40% is circulated locally and 60% is sent to outports.
Number of pages: 2 sheets of 4 pages each.
Size of type-page: 14½″ × 20¼″.
Number and size of columns: 12, each measuring 14½″ × 1⅛″.

SIN SENG JIH PAO (New Provincial Daily News) (新省日報)
Established September, 1928.
Published every morning in the Chinese language, including Sundays.
Circulation: 3,000.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 13¾″ × 19¼″.
Number and size of columns: 10 columns, each measuring 13¾″ × 2″.
Feature page: Kuomintang Affairs Page on Sundays.

SOO PAO (Kiangsu News) (蘇報)
Established November, 1930.
Published every morning in the Chinese language, including Sundays.
Circulated 4,500, of which 20% is circulated locally and 80% is sent to outports.
Number of pages: 2 sheets of 4 pages each sheet.
Size of type-page: 14″ × 19¾″.
Number and size of columns: each page contains 10 columns, each measuring 14″ × 2″.
Feature pages: Pictorial Page twice a month.
Publishers' Remarks: This publication is the only paper controlled by the Kuomintang party in Kiangsu Province. The impartiality of its editorials, the thoroughness and correctness of its reports and the fine quality of its printing have made it the central figure among publications. It has won the confidence of the public.

TSI CHANG PAO (Self-strength Press) (自强報)
Established January, 1919.
Published every morning in the Chinese language, including Sundays.
Circulation: 1,000, of which 70% is circulated locally and 30% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 12″ × 13″.
Number and size of columns: 10 columns to a page, each column measuring 12″ × 1.3″.

HAIMEN (海門) lies to the north of the Yangtze River, very near the industrial city of Nantung.

SIN HAI MEN (New Haimen) (新海門)
Established November, 1928.
Published daily.
Circulation: 2,000, of which 80% is circulated locally and 20% is sent to outports.
Number of pages: 4.
Number of columns: 12.

HINGHWA (興化) is a trading market of some importance in northern Kiangsu.

HINGHWA KUNG PAO (Hinghwa Public News) (興化公報)
Established October, 1921.
Published every 5 days in the Chinese language.
Circulation: 1,000, of which 50% is circulated locally and 50% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 9″ × 13″.
Number and size of columns: 4 columns, each measuring 9″ × 3¼″.

HSUCHOW (徐州) in the north of the Province, is at the intersection of the Lung-Hai Railway and the Tientsin-Pukow railway. An aerodrome is situated here. This is an important city for distribution.

HSUCHOW MIN PAO (People's Press of Hsuchow) (徐州民報)
Established September, 1928.
Circulation: 700, of which 30% is circulated locally and 70% is sent to outports.
Number of pages: 1 sheet of 4 pages.

HSU PAO (Hsuchow Press) (徐報)
Established May, 1931.
Published every morning in the Chinese language, including Sundays.
Circulation: 5,000, of which 70% is circulated locally and 30% is sent to outports.
Number of pages: 2 sheets of 2 pages each.
Size of type-page: 14″ × 19″.
Number and size of columns: 10 columns to a page, each column measuring 14″ × 2″.
Publishers' Remarks: This publication is the largest one between the Yangtse and the Yellow River Valleys. Its news reports are fast and accurate. On account of the convenience in transportation, it has circulated since over a year of its publication throughout the provinces of Shensi, Kansu, Honan, Shantung, Hopei, Kiangsu, Anhwei and Shansi.

SIN HSU JIH PAO (New Hsuchow Daily News) (新徐日報)
Established May, 1930.
Published every morning in the Chinese language, including Sundays.
Circulation: 850, of which 50% is circulated locally and 50% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 14″ × 19″.
Number and size of columns: 12 columns in a page, each column measuring 14″ × 1½″.

KAOYU (高郵) is a northern city on the Grand Canal, not far from Yangchow. It has a popubation of 530,000.

KAOYU JIH PAO (Kaoyu Daily News) (高郵日報)
Established July, 1927.
Published every morning in the Chinese language, including Sundays.
Circulation: 3,000, of which 40% is circulated locally and 60% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 8″ × 12¼″
Number and size of columns: 3½ columns, each measuring 3½″ × 8″.
Publishers' Remarks: This publication enjoys a wide circulation in the district of Kaoyu. It is owned by prominent merchants of this district, and its chief aim is to promote trade and is not concerned in any other topics. It is a good advertising medium.

KIANGYING (江陰) is situated on the southern bank of the Yangtze River. From the military point of view, it is very important.

CHEN CHI PAO (The Righteous Press) (正氣報)
Established Feb. 1933
Published daily.
Circulation: 1,000, 30% outport, 70% local.
Number of pages: 4.
Size of page: 10″ × 15″.
Number of columns: 10.
Size of column: 10″ × 1½″.

TA SHENG JIH PAO (The Great Voice Daily Press) (大聲日報)
Established April, 1391.
Published every day in the Chinese language, including Sundays.
Circulation: 1,100, of which 60% is circulated locally and 40% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Number and size of columns: 8.

NANKING (南京) formerly Kiangningfu, is a walled city on the southern bank of the Yangtze River and supplanted Peking as the capital of the Chinese Republic in 1927. Its rise to fame started in 1368, when it became the Ming capital. In 1853 the city fell into the hands of the Taiping rebels, who held Nanking for ten years before they were driven out by the northern armies. General Gordon took part in this campaign. In 1911 it was captured by the revolutionaries and again in 1913 by Chang Hsun in the second revolution. Foreign interest started with the capture of Nanking in 1842 by the British, and in 1858 under a French treaty it was opened to foreign trade. Politically only the city is of importance. The railway connecting it to Shanghai was opened in 1909. Schools and universities are established there and the city has a large aerodrome. It has a population of 735,019 according to the latest official census.

CHUNG KUO JIH PAO (The China Daily News) (中國日報)
Established January, 1932.
Published daily in the Chinese language, including Sundays.
Circulation: 9,000, of which 60% is circulated locally and 40% is sent to outports.
Number of pages: 2 sheets of 4 pages each.
Size of type-page: 14″ × 19¼″.
Number and size of columns: 12 columns to a page, each column measuring 14″ × 1⅝″.
Feature pages: Sunday Supplement on Sundays.

CHUNG YANG JIH PAO (The Central Daily News) (中央日報)
Established March, 1928.
Published every morning in the Chinese language, including Sundays.
Circulation: 38,000, of which 42% is circulated locally and 58% is sent to outports.
Number of pages: 2 sheets, 4 pages to each sheet.
Size of type-type: 14½" × 20¾".
Number and size of columns: 12 columns to a page, each column measuring 14½ × 1¾".
Publishers' Remarks: This publication issues an evening edition, the Central Evening News.

JEN MIN WAN PAO (People's Evening News) (人民晚報)
Established March, 1932.
Published every evening.
Circulation: 4,500, 20% outport, 80% local.
Number of pages: 2 sheets, 8 pages.

MIN SENG PAO (People's Livelihood) (民生報)
Established October, 1927.
Published every morning in the Chinese language, including Sundays.
Circulation: 15,000, of which 70% is circulated locally and 30% is sent to outports.
Number of pages: 2 sheets, 4 pages to each sheet.
Size of type-page: 9" × 14".
Number and size of columns: 5 columns to a page, each page measuring 9" × 2¾".
Feature pages: National Goods Page every Sunday.

NANKING WAN PAO (The Nanking Evening News) (南京晚報)
Established May, 1929.
Published every evening in the Chinese language, including Sundays.
Circulation: 5,700.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 8½" × 14".

PIEN SHIH JIH PAO (Border Affairs) (邊事日報)
Established Feb. 1933.
Published daily.
Circulation: 1,200.
Number of pages: 1.
Size of pages: 9" × 14¼".
Number of columns: 5.
Size of columns: 9" × 3".

SIN CHING JIH PAO (The New Capital Daily News) (新京日報)
Established December, 1929.
Published every morning in the Chinese language, including Sundays.
Circulation: 8,600, of which 60% is circulated locally and 40% is sent to outports.
Number of pages: 2 sheets of 4 pages each sheet.
Size of type-page: 14" × 20".
Number and size of columns: 11 columns to a page, each column measuring 14" × 1.8".
Feature pages: Medical Knowledge Supplement on Fridays and National Goods Supplement every Sunday.

SIN CHUNG HWA PAO (The New China Press) (新中華報)
Established May, 1913.
Published every morning in the Chinese language including Sundays.
Circulation: 5,000, of which 60% is circulated locally and 40% is sent to outports.
Number of pages: 2 sheets, 4 pages to each sheet.
Size of type-page: 13½" × 20".
Number and size of columns: 10 columns to a page, each column measuring 13½" × 2".

SIN MIN PAO (La Nova Popolo) (新民報)
Established September, 1929.
Published every morning in the Chinese language including Sundays.
Circulation: 11,000, of which 80% is circulated locally and 20% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 13¾" × 19¼".
Number and size of columns: 12 columns to a page, each column measuring 13¾" × 1.5".
Publishers' Remarks: This publication has adopted the American method of editing and typesetting. Special telegraphic news from all places. Accurate and

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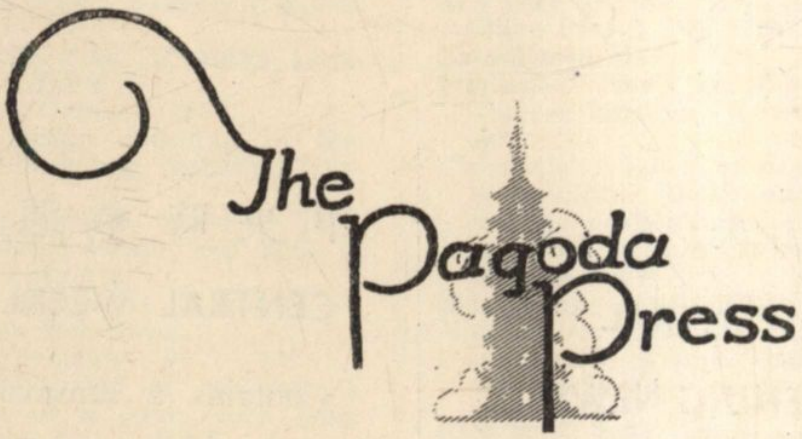

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rapid reports of the capital's political events. Sports is given special prominence. It is famed for its daring criticisms in Nanking. It rejects all advertisements which are found to be detrimental to morality and harmful to society. All ads published in this paper are vouched for by the publishers.

TA TAO WAN PAO (Ta Tao Evening Post) (大道晚報)
Established May, 1931.
Published every evening in the Chinese language including Sundays.
Circulation: 3,000, of which 90% is circulated locally and 10% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 10″ × 15″.
Number and size of columns: 5 columns to a page, each column measuring 10″ × 3″.

TIEH TAO PU TIEH TAO KUNG PAO (Railway Gazette) (鐵道部鉄道公報)
Established November, 1928.
Published daily.
Circulation: 2,000, 90% outport, 10% local.
Number of pages: 10.

PERIODICALS

CHUNG HWA HU SHIH PAO (The Nursing Journal of China) (中華護士報)
Established 1920.
Published quarterly.
Circulation: 3,000, 50% outport, 50% local.
Number of pages: 200.
Size of type-page: 4″ × 7″.
Features: Nurses' report, hospital messages and medical research.

CHUNG HWA NUNG HSUEH HUEI PAO (Journal of the Agricultural Association of China) (中華農學會報)
Established December, 1918.
Published monthly.
Circulation: 3,000, 70% outport, 30% local.

KUNG YEH CHUNG SIN (Industrial Centre) (工業中心)
Established August, 1932.
Published monthly in the Chinese language by the Department of Industries.
Circulation: 5,000, read by industrialists, contractors, arthitects and heads of official organs.
Number of pages: 30 odd pages.
Size of type-page: 6″ × 9″.

MIN CHUNG CHIAO YUE CHOW PAO (The Mass Education Weekly) (民衆教育週報)
Established August, 1927.
Published every week in the Chinese language.
Circulation: 1,500, of which 30% is circulated locally and 70% is sent to outports. Read mostly by educationalists.
Number of pages: 20 odd pages.
Size of type-page: 6½″ × 7¾″.

NANKING SZE KUO YEE KUNG HUEI TSA CHI (Nanking City Chinese Doctors' Association Magazine) (南京市國醫公會雜誌)
Established September, 1931.
Published every other month in the Chinese language.
Circulation: 3,000, of which 40% is crculated locally and 60% is sent to outports.
Number of pages: 46.
Size of type-page: 5½″ × 7½″.
Number and size of columns: 1 column.

SHIH SHIH YUEH PAO (Current Events Monthly) (時事月報)
Established November, 1929.
Published monthly in the Chinese language.
Circulation: 12,000, of which 10% is circulated locally and 90% is sent to outports. Read mostly by officials nad educationalists, also by overseas Chinese.
Number of pages: 200 odd pages.
Size of type-page: 5½″ × 8½″.
Number and size of columns: 2 columns, each column measuring 5½″ × 4¼″.

TIEH LU HSIEH HUEI YUEH KAN (Railway Union Monthly) (鐵路協會月刊)
Established May, 1929.
Published monthly.
Circulation: 1,000; 70% outport, 30% local.
Number of pages: 160 pages.

NANTUNG (南通) on the northern bank of the Yangtze, is a thriving industrial city.

HSIN KIANG PEH JIH PAO (The New North Kiangsu Daily News) (新江北日報)
Established September, 1929.
Published every morning in the Chinese language including Sundays.
Circulation: 2,100, of which 60% is circulated locally and 40% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 13″ × 19½″.
Number and size of columns: 6 columns to a page, each column measuring 13″ × 3.4″.

NANTUNG MIN CHUNG (Nantung Populace) (南通民衆)
Established April, 1927.
Published every 10 days in the Chinese language on the 1st, 11th and 31st of every month.
Circulation: 1,000, of which 80% is circulated locally and 20% is sent to outports. Read mostly by peasants, labourers and business people.
Number of pages: 4.
Size of type-page: 6½″ × 9″.
Number and size of columns: 4 columns, each measuring 6½″ × 2¼″.
Publishers' Remarks: This publication is specially edited for the benefit of the masses, its reading meterial is written as plain and simple as possible, and of practical usefulness.

NANTUNG PAO (Nantung News) (南通報)
Established August, 1919.
Published every morning in the Chinese language including Sundays.
Circulation: 1,800, of which 65% is circulated locally and 35% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 9″ × 13¾″.
Number and size of columns: 6 columns to a page, each column measuring 9″ × 2⅜″.
Feature pages: Supplementary edition every three days.
Publishers' Remarks: Reports of this publication are correct and in detail, and its printing and editing are particularly attractive.

TUNG TUNG JIH PAO (T. T. Daily News) (通通日報)
Established November, 1926.
Published every morning in the Chinese language including Sundays.
Circulation: 1,500, of which 60% is circulated locally and 40% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 9″ × 14″.
Number and size of columns: 6 columns to a page, each column measuring 9″ × 2¼″.

PUKOW (浦口) being the southern terminus of the Tientsin-Pukow Railway, is a very prosperous city. By means of an efficient ferry service recently inaugurated through trains run between Peiping and Nanking, which is just opposite Pukow across the Yangtze River.

TSIN PU TIEH LU YUEH KAN (Tsin-Pu Railway Monthly) (津浦鐵路月刊)
Established October, 1930.
Published monthly in the Chinese language by the Tsin-Pu Railway Administration Committee.
Circulation: 6,000, of which 70% is circulated locally and 30% is sent to outports. Read mostly by the Railway employees.
Number of pages: 160.
Size of type-page: 8″ × 5½″.
Number of columns: 1 column.

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SHANGHAI (上海) the largest port of the Far East, was first a fishing village. The city lies on the Whangpoo River, the entrance of which was guarded by the Woosung Forts until they were demolished by the Japanese during the 1932 conflict. Shanghai was opened to foreign trade in 1842. A British settlement was established in the same year. The Taiping Rebellion caused an influx of the wealthier natives of Kiangsu, who fled to the foreign settlement to seek protection. In the following years American and French settlements were granted and in 1863 those of the American and British were amalgamated into the International Settlement. As the importance of the city developed the boundaries of both settlements were extended. A more recently developed branch of the city, Pootung, situated on the opposite side of the Whangpoo to Shanghai, is occupied by factories and godowns. In the west end of the French Concession is the famous Siccawei Observatory, the greatest meteorological station in China, which is owned and staffed by the French Roman Catholic Mission. In the city are many fine buildings and all the main streets are woodpaved or asphalted. Trams, buses, rickshaws and taxis are the different methods of conveyance. To-day the city, with a population of about 3½ millions, is the sixth largest city in the world and is important both as a port and as a manufacturing centre, factories having been established by foreigners and Chinese. The city has its own aerodrome and railways connecting it with Nanking, Peiping, Woosung, Hangchow and by air to western, northern and southern China.

CHEN PAO (The Shanghai Morning Post) (晨報)
Established April, 1932.
Published every morning in the Chinese language including Sundays.
Circulation: 32,000, of which 54% is circulated locally and 46% is sent to outports.
Number of pages: 3 sheets of 4 pages each sheet.
Size of type-page: 15″ × 21″.
Number and size of columns: 12 columns to a page, each column measuring 15″ × 1¾″.
Feature pages:
Children's Morning Post and Sunday Pictorial Supplement every Sunday.
Overseas Chinese Page every Monday.
Medical Knowledge Page every Tuesday.
Modern Women's Page every Wednesday.
Scientific World Page every Thursday.
Literature and Arts Page every Friday.
Young Life Page every Saturday.
Publishers' Remarks: Its printing is of the highest quality, impartial in its criticisms and accurate in its reports. Its subscription rate is particularly low and it is widely circulated throughout the country and abroad. It publishes also an evening edition called the Sin Ya Pao which is circulated locally at 4 p.m. and sent together with the morning paper the next day to outports.

CHINA PRESS, THE (大陸報)
Established 1911.
Published every morning including Sundays in the English language
Circulation: 5,000, of which 80% is circulated locally, and 20% is sent to outports and foreign countries.
Number of pages: 16 pages daily, 36 pages on Sundays.
Size of type-page: width 16", length 21".
Number and size of columns: 8 columns, width 2 1/16".
Feature pages: Tuesday: Insurance; Wednesday: Movies; Thursday: Real Estate; Friday: Food.

CHING KANG CHAN (The Diamond) (金鋼鑽)
Established October, 1923.
Published daily in the Chinese language including Sundays.
Circulation: 12,000, of which 40% is circulated locally and 60% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 8⅝" × 13½".
Number and size of columns: 8 columns, each measuring 8⅝" × 1¾".

CHUNG HWA JIH PAO (The Central China Daily News) (中華日報)
Established April, 1932.
Published every morning in the Chinese language including Sundays.
Circulation: 49,000, of which 50% is circulated locally and 50% is sent to outports.
Number of pages: 2 sheets of 4 pages each.
Size of type-page: 14¼" × 20".
Number and size of columns: 12 columns to a page, each column measuring 14 9/16" × 1 11/16".

DA MEI WAN PAO (Great American Evening Newspaper) (大美晚報)
Established 1932.
Published every evening.
Circulation: 8,000; 1% outport, 99% local.
Number of pages: 16.
Size of page: 10" × 15".
Supplements: Finance, Sports, Movies, Women's, Shipping, and Transportation.

DAH WAN PAO (The China Evening News) (大晚報)
Established February, 1932.
Published every evening in the Chinese language including Sundays.
Circulation: 50,000, of which 80% is circulated locally and 20% is sent to outports.
Number of pages: 1 or 1 and a half sheets, of 4 pages to the sheet.
Size of type-page: 15" × 20½".
Number and size of columns: 12 columns to a page, each column measuring 15" × 1 11/16".

DEUTSCHE SHANGHAI ZEITUNG (上海德文日報)
Established 1932.
Published daily in the German language.
Circulation: 1,800.
Number of pages: 6.
Size of type-page: 12¾" × 20".
Number and size of columns: 4, width 3".

HOLMES (福爾摩斯日報)
Established July, 1926.
Published daily in the Chinese language including Sundays.
Circulation: 17,000, of which 30% is circulated locally and 70% is sent to outports.
Number of pages: 2.
Size of type-page: 14" × 20".

INTERNATIONAL DAILY ARTICLE (國際每日文選)
Established August, 1933.
Published daily.
Circulation: 10,000.
Number of pages: 16.

LE JOURNAL DE SHANGHAI (上海法文日報)
Language: French.
Published every morning including Sundays.
Circulation: 2,000.
Number of pages: 12 to 16.
Size of page: 17 × 21¼ inches.
Number of columns: Eight, 2¼ inches, 12 ems.

MIN SIN JIH PAO (The Bright Star Press) (明星日報)
Established Jan. 1933.
Published daily.
Circulation: 16,000; 60% outport, 40% local.
Size of type-page: 13½" × 20".

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2. **World Economic Information**
3. **Science and War**
4. **China Economic Information**
5. **Literary Weekly Supplement**
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Circulation Figures

Paid subscription outports	21,290
Paid subscription Shanghai local	5,650
Sold by outport agencies	28,035
Sold at local news-stands	5,000
Total	59,975

Advertising Rates

	Mex.
Rotogravure page front cover, 70"	$200.00
Rotogravure page ordinary position, per square inch	$3.00
Reading Matter page, preferred position, per square inch	$2.00
Reading Matter page, ordinary position, per square inch	$1.50

時報 THE EASTERN TIMES 時報號外

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AS one of the leading papers in Shanghai, it records the national and social news in concise yet comprehensive form with a view to appealing to those who have little time to read the more voluminous dailies. Its photo supplements on Sundays are particularly popular with society women and the smart younger set. It also issues a daily evening edition with photo supplement with readers which has the largest street sale in Shanghai exceeding one hundred and seventy thousand daily.

The EASTERN TIMES is a good advertising medium as no ad inserted in its neatly printed pages will fail to attract attention. For larger ads, black and red colors are available.

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194 Foochow Road,
Shanghai, China.

PUBLICATIONS

of the

NORTH-CHINA DAILY NEWS

THE NORTH-CHINA DAILY NEWS
Established 1850
Subscription Rate Mex.$24.00 per Annum (Postage extra)

THE NORTH-CHINA HERALD
Subscription Rate Mex.$16.00 per Annum (Postage extra)

THE NORTH-CHINA SUNDAY NEWS AND SUNDAY MAGAZINE
Included in the daily subscription

THE CHINA HONG LIST
Published regularly since 1865
Price with Map Mex.$10.00 (Postage extra)

THE SHANGHAI DIRECTORY
(July Edition of the China Hong List)
Price with Map Mex.$7.00 (Postage extra)

THE CHINA YEAR BOOK
By H. G. W. WOODHEAD, C.B.E.
Price $20.00 Postage 45 cts. extra, within China

CHINA COASTERS' TIDE BOOK AND NAUTICAL POCKET MANUAL
Price Mex.$5.00, Postage 20 cts.

THE CHINA ARCHITECTS & BUILDERS COMPENDIUM
Price Mex.$5.00, Postage 25 cts.

NORTH-CHINA DAILY NEWS & HERALD, LTD.
17 THE BUND
SHANGHAI CHINA

Number of pages: 2.
Size of column: 20″ × 6¼″.
Feature pages: Children's Page 3 times a month.

NORTH-CHINA DAILY NEWS
Established 1850.
Published every morning in the English language including Sundays.
Circulation: 9,500, of which 85% is circulated locally, and 15% is sent to outports.
Number of pages: 20-22 daily; Sunday 28-32.
Size of type-page: 17¼″ × 22½″.
Number and size of columns: 8 columns, width 2½″.

"PAO PAO" (The Newspaper) (報報)
Established Dec. 1927.
Published daily.
Circulation: 5,000; 40% outport, 60% local.
Number of pages: 1 sheet.

SHANGHAI EVENING POST & MERCURY
Established since 1856.
Published every evening except Sundays and holidays in the English language.
Circulation: 7,000, of which 97% is circulated locally, and 3% is sent to outports.
Number of pages: 14-24 pages.
Size of type-page: width 16½″, length 21″.
Number and size of columns: 8 columns, 2″.
Feature pages: Monday: Women's, Sports; Tuesday: Women's, Sports; Wednesday: Women's, Sports; Thursday: Automobile, Women's, Sports; Friday: Women's, Sports; Saturday: Women's, Sports.

SHANGHAI MAINISHI SHIMBUN (上海每日新聞)
Established 1918.
Published every morning and evening in the Japanese language.
Circulation: 6,000.
Number of pages: morning 8 page; evening 4 pages.
Size of type-page: 15″ × 20½″.
Number of columns: 13 horizontal columns.
Size of column: 15″ × 1½″.

SHANGHAI NICHI NICHI SHIMBUN (上海日日新聞)
Established 1913.
Published every morning and evening in the Japanese language.
Circulation: 4,800.
Number of pages: morning 8 pages; evening 4 pages.
Size of type-page: 15″ × 20½″.
Number of columns: 13 horizontal columns.
Size of column: 15 × 1½″.

SHANGHAI NIPPO
Established 1912.
Published every morning and evening in the Japanese language.
Circulation: 5,000 per day, of which 60% is circulated locally and 40% is sent to outports.
Size of type-page: 15″ × 13 columns.
Number of columns: 13.
Size of column: 15″ × 1½″.

SHANGHAI PAO (The Shanghai News) (上海報)
Established Oct. 1930.
Published daily.
Circulation: 15,000.
Number of pages: 2 sheets.

SHANGHAI SHANG PAO (The Shanghai Mercantile Press) (上海商報)
Established Sept. 1933.
Published daily.
Circulation: 30,000; 70% outport, 30% local.
Number of pages: 1 sheet.
Number of columns: 6.
Size of column: 7″ × 1½″.
Supplements "Native Products"—Monday.
"Law"—Tuesday.
"Vocational Education"—Wednesday.
"Finance"—Thursday.
"Sunday Life"—Sunday.

SHANGHAI TIMES, THE
Established 1901.
Published every morning in the English language including Sundays.
Circulation: 5,000 daily; 8,000 Sunday.
Number of pages: 16.
Size of type-page: width 16½″, length 21″.
Number and size of columns: 8 columns; width of column 2″.

Feature pages: Women's, Sports daily.

SHIH PAO (Eastern Times) (時報)
Established April, 1904.
Published every morning in the Chinese language including Sundays.
Circulation: 75,000, of which 47% is circulated locally and 53% is sent to outports.
Number of pages: 2 sheets of 4 pages each sheet.
Size of type-page: 15″ × 20½″.
Number and size of columns: 6 columns to a page, each column measuring 15″ × 3.3″.
Feature pages: Pictorial Supplement every Thursday and Sunday.

SHIH SHIH SIN PAO (The China Times) (時事新報)
Established November, 1908.
Published every morning in the Chinese language including Sundays.
Circulation: 90,000, of which 60% is circulated locally and 40% is sent to outports.
Number of pages: 4 sheets of 4 pages each sheet.
Size of type-page: 15″ × 20½″.
Number and size of columns: 12 columns to a page, each column measuring 15″ × 1.7″.
Feature pages:
Tobacco Special Supplement every Monday.
Modern House-keeping Supplement every Tuesday.
Building and Real Estate Supplement every Wednesday.
Banking and Trust Supplement every Thursday.
Modern Medical Science and the Society Supplement every Friday.
Motoring Supplement every Saturday.
Literature Supplement every Sunday.

SHIH TAI JIH PAO (Modern Daily News) (時代日報)
Established July, 1932.
Published daily.
Circulation: 17,000; 70% outport, 30% local.
Number of pages: 1 sheet of 4 pages.
Size of page: 9″ × 14″.

SHIH CHAI CHEN PAO (The World Morning News) (世界晨報)
Established 1930.
Published daily.
Circulation: 5,000; 80% outport, 20% local.
Number of pages: 1 sheet of 4 pages.

SHUN PAO (The Shanghai Press) (申報)
Established 1872.
Published every morning in the Chinese language including Sundays.
Circulation: 150,000, of which over 40% is circulated locally and about 60% is sent to outports.
Number of pages: 6 to 7 sheets of 4 pages each sheet.
Size of type-page: 15¼″ × 20″.
Number and size of columns: 8 columns to a page, each column measuring 15¼″ × 2½″.
Feature pages:
Pictorial Supplement every Monday and Thursday.
Motor Page every Wednesday and many other feature pages on various topics.

SIAO JIH PAO (The Petty News) (小日報)
Established Sept, 1926.
Published daily.
Circulation: 80,000; 60% outport, 40% local.
Number of pages: 4 pages.
Size of page: 9″ × 12″.

SIEH HWEI JIH PAO (The Social Daily News) (社會日報)
Established September, 1930.
Published every morning in the Chinese language including Sundays.
Circulation: 15,000, of which 46% is circulated locally and 54% is sent to outports.
Number of pages: 1 sheet of 2 pages.
Size of type-page: 14″ × 20″.
Number and size of columns: 6 columns, each measuring 14″ × 3⅜″.
Feature pages: Medical Page every Saturday.

SIN WAN PAO (新聞報)
Established 1893.
Published every morning in the Chinese language including Sundays.

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Prop. & Gen. Mgr.	16869
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The book store of the "Slovo" carries a large and varied stock of books, handbooks, maps, etc., in the Russian language.

Circulation: 150,000 of which over 40% is circulated locally and about 60% is sent to outports.
Number of pages: 4 to 5 sheets of 4 pages each sheet.
Size of type-page: 15⅞" × 20".
Number and size of columns: 8 columns to a page, each column measuring 15⅞" × 2½".
Feature pages: Local Supplement of 2 or 3 sheets daily.
Publishers' Remarks: This publication is the most widely circulated paper in China and is the greatest advertising medium.

SIN WAN YA PAO (Sin Wan Pao Evening Edition) (新聞夜報)
Established 1932.
Published every evening.
Circulation: 11,000; 2% outport, 98% local.
Number of pages: 2.
Size of page: 15⅞" × 20".
Number of columns: 8.
Size of columns: 15⅞" × 2½".

SIN YA PAO (New Evening Post) (新夜報)
Established 1932.
Published every evening.
Circulation: 8,000; 10% outport, 90% local.
Number of columns: 6.
Size of page: 16" × 20¾".
Number of columns: 12.
Number of pages: 2.
Size of column: 15" × 1¾".

SLOVO
Established January, 1929.
Published every morning in the Russian language including Sundays:
Circulation: 5,000, of which 75% is circulated locally and 25% is sent to outports.
Number of pages: 10 to 12 pages.
Size of type-page: width 14½", length 19¾".
Feature pages:
Thursdays—Woman's Page.
Saturdays—Sports Page.
Sundays—Sports and Woman's Page.

SZE MIN JIH PAO (Citizens' Daily News) (市民日報)
Establshed October, 1932.
Published every morning in the Chinese language including Sundays.
Circulation: 5,000, of which 80% is circulated locally and 20% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 14" × 18½",
Number and size of columns: 12 columns to a page, each column measuring 14" × 1.5".

TIEN SHENG JIH PAO (Radio Movie Daily) (電聲日報)
Established May, 1932.
Circulation: 10,000; 30% outport, 70% local.
Number of pages: 1 sheet of 4 pages.
Size of page: 10 6/8" × 9"
Number of columns: 6.
Size of column: 10.6" × 1½"
Features: The popularity of this paper is mainly due to its strong, sharp, and daring comments on the "inside stuff" of the Movie, Radio and Sports news. It includes a complete program of the different broadcasting stations. It is the unique paper devoted to amusement purposes, serving very much as the reader's guide.

TSING PAO (The Crystal) (晶報)
Established March, 1919.
Published daily in the Chinese language including Sundays.
Circulation: 50,000, of which 50% is circulated locally and 50% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 9" × 13¾".
Number and size of columns: 6 columns, each measuring 9" × 2.3".

ZARIA.
Established 1925.
Published every morning and evening in the Russian language.
Circulation: 3,500, of which 80% is circulated locally and 20% is sent to outports.
Number of pages: daily 8-10-12, Sunday 12-16-20-24.
Size of type-page: width 15¾", length 21".
Number and size of columns: 8 columns, width 2".

PERIODICALS

CAPITAL & TRADE (商務週報)
Established 1924.

Character of Publication: Finance, insurance, Banking and Shipping journal.
Published every Friday in the English language.
Circulation: 6,000.
Number of pages: 16.
Size of type-page: 4 col. × 11½".
Number and size of columns: 4 columns to each page, col. width 2".

CHANG SHOU PAO (Long Life) (長壽報)
Established June, 1932.
Published weekly, every Friday.
Circulation: 14,000, 50% outport, 50% local.
Number of pages: 1 sheet, 4 pages.
Size of page: 10" × 14".
Number of columns: 8.

CHENG CHI PAO (Pity News) (正氣報)
Established July, 1929.
Published every 3 days.
Circulation: 5,000. 40% outport, 60% local.
Number of pages: 4.
Size of page: 9" × 14".
Size of column: 14" × 3½".

CHIAO TUNG TSA CHI (Communications Magazine) (交通雜誌)
Language: Chinese.
Established: Oct., 1932.
Published monthly.
Circulation: 9,200, 15% outport, 85% local.

CHIEN TSO YUEH KAN (The Builder) (建築月刊)
Established October, 1932.
Published monthly.
Circulation: 5,000; 60% outport, 40% local.
Number of pages: 200.

CHINA CRITIC (評論週報)
Established 1928.
Published every week in the English language.
Circulation: 7,700.
Number of pages: 28.
Size of type-page: 7½" × 10".
Number of columns: 2.

CHINA DIGEST, THE
Established 1925.
Published every Saturday in the English language.
Number of pages: 32.
Size of type-page: 6⅞" × 10".
Number of columns: 2.

CHINA IN FOREIGN EYES PRESS (Internatonal Publishers Ltd.) (外論通訊稿)
Established April, 1932.
Published daily.
Circulation: 4,000.
Number of pages: 16.

CHINA JOURNAL (中國科學美術雜誌)
Established 1923.
Published monthly in the English language.
Circulation: 3,000.
Number of pages: 100.
Size of type-page: 4½" × 7½".
Number and size of columns: 2, width 2-1/8".

CHINA WEEKLY REVIEW
Established 1917.
Published weekly in the English language.
Circulation: 5,000.
Number of pages: 44-60 pages.
Size of type-page: width 7", length 10½".
Number and size of columns: 2 columns, width 3¼".

CHINESE ECONOMIC BULLETIN (中國經濟週刊)
Published every week in the English language.
Circulation: 1,000.
Number of pages: 20-36.
Size of type-page: 5" × 7½".

CHINESE NATION, THE
Established 1930.
Published every Wednesday in the English language.
Circulation: 3,500.
Number of pages: 48-60.
Size of type-page: 7" × 10¼".
Number of columns: 3.

CHINESE RECORDER, THE
Established 1868.
Published monthly in the English language.
Circulation: 1,500, of which 7% is circulated locally and 93% is sent to outports and foreign countries.
Number of pages: 68 pages.
Size of type-page: 4⅜" × 7¾".

CHINESE REPUBLIC, THE (民國週報)
Established 1932.
Published every Saturday in the English language.

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The China Weekly Review, for a period of seventeen years, has presented a continuous record of political and economic developments in China and the Far East. Students, professors, men of affairs throughout the Far East and abroad consult the current issues and files of **The Review** for information on important happenings and developments.

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CHINA

Circulation: 800.
Number of pages: 24-30.
Size of type-page: 7″ × 10″.

CHU DOI YUEH KAN (Anti-opium Monthly) (拒毒月刊)
Established 1927.
Published every month in the Chinese language.
Circulation: 3,000.
Number of pages: 60.
Size of type-page: 5″ × 7½″.

CHUNG HONG YUEH KAN (Bank of China Monthly) (中行月刊)
Established July, 1930.
Circulation: 5,000, 80% outport, 20% local.

CHUNG HSUEH SHENG (Middle School Students' Monthly) (中學生)
Established January, 1930.
Circulation: 20,000.

CHUNG HUA YUEH PAO (Central China) (中華月報)
Established March, 1933.
Published monthly.
Circulation: 25,000.
Number of pages: 80.
Size of page: 8½″ × 12″.
Number of columns: 5.
Size of column: 8½″ × 2½″.

CHUNG HWA CHOW PAO (The China Weekly Herald) (中華週報)
Established Nov. 1931.
Circulation: 7,894; 89% outport, 11% local.
Number of pages: 20.
Number of columns: 2 or 3.
Size of column: 6½″ × 3″ or 4½″.

CHUNG HWA TU HUA TSA CHI (China Pictorial) (中華圖畫雜誌)
Established 1931.
Published every month in the Chinese language.
Circulation: 20,000.
Number of pages: 30.
Size of type-page: 8½″ × 11″.

DAH LOH TSA CHI (The Continental) (大陸雜誌)
Established: July, 1932.
Published monthly in the Chinese language.
Circulation: 16,000.
Number of pages: 200.
Size of page: 6″ × 3″.

DAO LU YUEH KAN (The Good Roads Monthly) (道路月刊)
Established March, 1922.
Published monthly in the Chinese language by the Good Roads Association of China.
Circulation: 13,000, of which 20% is circulated locally and 80% is sent to outports.
Number of pages: 61.
Size of type-page: 5″ × 7¼″.
Number and size of columns: 2 columns, each measuring 5″ × 3⅝″.

DIEN YING (Movie Monthly) (電影)
Established: June, 1930.
Published monthly by the Wen Hwa Publishing Co.
Circulation: 3,000, of which 20% is circulated locally and 80% is sent to outports.
Number of pages: 60.
Size of type-page: 5½″ ×8″.
Number and size of columns: 2 columns, each measuring 3″ × 8″.

DON HONG YUEH KAN (Bookseller and Stationer) (同行月刊)
Established Jan. 1933.
Published monthly.
Circulation: 3,000; 99% outport, 1% local.
Number of pages: 28.
Size of type-page: 6¼″ × 9″.
Number and size of columns: 3 columns, each measuring 6¼″ × 3″.

EAST (The Newsweekly of the Orient)
Established 1933.
Published weekly in the English language.
Number of pages: 32.
Size of type-page: 6½″× 8¼″.
Number and size of columns: 3 columns to each page, width 2″.

ER DON HUA PAO (Children's Graphic Magazine) (兒童畫報)
Established August, 1922.
Circulation: 30,000.
Number of pages: 20-24 pages.

ER DON SHIH CHIEH (Children's World) (兒童世界)
Established: 1923.
Published semi-monthly.
Circulation: 36,000.
Number of pages: 108.
Size of page: 4″ × 6″.

FANG CHIH CHOW KAN (The Textile Weekly) (紡織週刊)
Established April, 1930.
Circulation: 4,000.
Number of pages: 48.
Size of page: 6″ × 7½″.
Number of columns: 3.
Size of column: 6″ × 2½″.
Quarterly supplement in the first week of Jan., April, July, October.
Remarks: This is the largest publication in the textile field for specialists.

FEI PAO (Chinese Aeronautical Gazette) (飛報)
Established Feb. 1929.
Published weekly.
Circulation: 3,000.
Remarks: An illustrated and special publication devoted to the development of aviation in China.

FU SHING YUEH KAN (The Revival Monthly) (復興月刊)
Established Sept. 1932.
Circulation: 10,000.

HAI CHUN TSA CHI (The Navy Journal) (海軍雜誌)
Established May, 1928.
Circulation: 2,000.

HE TSO YUEH KAN (The Co-operators' Monthly) (合作月刊)
Established March, 1929.
Published monthly.
Circulation: 1,000.
Number of pages: 80-100 pages.

HEXAGON, THE
Established 1931.
Published monthly in the English language by Technical Publications Co.
Number of pages: 18.
Size of type-page: 6″ × 9″.
Number and size of columns: 2 columns, column width 2⅞″.

HSIEN TAI FU MOU (Modern Parents Monthly) (現代父母月刊)
Established February, 1933.
Published monthly.
Circulation: 6,000, 60% outport, 40% local.
Number of pages: 70.
Size of page: 5½″ × 7½″.
Number of columns: 3.
Size of column: 5½″ × 2½″.
Publishers' Remarks: No publication for this monthly in June and December.

HU SHENG CHI KAN ("Call" Quarterly) (呼聲季刊)
Established Nov. 1924.
Published quarterly.
Circulation: 1,000, 20%; outport, 80% local.
Number of pages: 40.
Size of page: 6″ × 8″.
Number of columns: 2.
Size of column: 6″ × 4″.
Remarks: Distributed free of charge.

HUA HSUEH KUNG YEH (Chemical Industry) (化學工業)
Established Jan. 1923.
Published half-yearly.
Circulation: 1,000; 50% outport, 50% local.

I CHIA CHUN TSIU (Chinese Medical Monthly) (醫界春秋)
Established March, 1927.
Published monthly in the Chinese language.
Circulation: 9,800. Read all over the country by the medical profession.
Number of pages: 30 odd pages.
Size of type-page: 5½″ × 7¾″.
Number and size of columns: 2 columns, each measuring 5½″ × 4¼″.

I YUE PIN LUN (Periodicus Medico-Pharmaceuticus) (醫藥評論)
Established Jan. 1929.
Published monthly.
Circulation: 3,000.

JEN WEN MONTHLY (人文月刊)
Established Feb., 1930.
Published monthly.
Circulation: 6,000; 90% outport, 10% local.
Number of pages: 160.
Size of page: 7″ × 10.
Setting facilities: Good.
Feature pages: Index of latest publications.

KE HSUEH (Science) (科學)
Established Jan. 1915.
Published monthly by the Science Society of China.
Circulation: 2,000.
Number of pages: 120.

KE HSUEH HUA PAO (Popular Science Semi-monthly) (科學畫報)
Established 1933.

Published twice a month in the Chinese language by the Science Society of China.
Circulation: 5,000.
Number of pages: 40.
Size of type-page: 7″ × 9¼″.
Number and size of columns: 2, width 3⅜″.

KUNG CHEN (Engineering) (工程)
Established: March, 1925.
Published bi-monthly.
Circulation: 2,600.

KUNG CHEN CHOW KAN (Engineering Weekly) (工程週刊)
Established January, 1931.
Published weekly.
Circulation: 2,600.

KUNG SHANG BAN YUEH KAN (Semi-monthly Economic Journal), (工商半月刊)
Established January, 1929.
Published on the 1st and 15th of every month in the Chinese language by the Foreign Trade Bureau of the Chinese Government.
Circulation: 2,000, of which 50% is circulated locally and 50% is sent to outports.
Number of pages: 100 odd pages.
Number and size of columns: 2 columns, each measuring 5″ × 4″.
Size of type-page: 5″ × 7½″.

KUNG YEH CHOW PAO (Miners' Weekly) (礦業週報).
Established April, 1928.
Published weekly.
Circulation: 520; 90% outport, 10% local.
Number of pages: 16.

KUO HU PIN LUN KAN (Native Products Critic) (國貨評論刊)
Circulation: 23,700.

KUO TSI MOW I TAO PAO (Foreign Trade Journal) (國際貿易導報)
Established January, 1930.
Published monthly.
Circulation: 5,000.
Number of pages: 300.
Supplement: Current Event Problems Quarterly.

LIANG YOU (Young Companion) (良友)
Established January, 1926.
Published monthly in the Chinese language—chiefly a pictorial magazine.
Circulation: 40,000.
Number of pages: 50 odd pages.
Number and size of columns: 3 columns, each column measuring 8″ × 3¾″.
Size of type-page: 8″ × 11½″.

LI PAI LOH (The Chinese Saturday Post) (禮拜六)
Established May, 1928.
Published every Saturday in the Chinese language. Read principally by well-to-do classes.
Circulation: 55,000, of which 25% is circulated locally and 75% is sent to outports.
Number of pages: 17.
Size of type-page: 6″ × 9″.
Number and size of columns: 4 columns, each measuring 6″ × 2¼″.
Publishers' Remarks. The articles of this publication are contributed mostly by reputable people and are therefore distinctive. It also has a pictorial section which has greatly increased its circulation and its advertising value.

LIN LOON (Ladies' Magazine) (玲瓏婦女圖畫雜誌)
Established: March, 1931.
Published weekly.
Circulation: 20,000.
Number of pages: 64 pages.
Size of pages: 7¼″ × 5″.
Number of columns: in pamphlet form.
Publishers' Remarks: The characteristic pocket size of this magazine appeals very much to the Chinese ladies. They reach directly the Chinese homes, and the housewives read them regularly with unusual interest.

LINLOON TO HUA TSA CHI (Linloon Pictorial Magazine) (玲瓏圖畫雜誌)
Established March, 1931.
Published weekly in the Chinese language by San Ho & Co.
Circulation: 25,000, of which 30% is circulated locally and 70% is sent to outports. Read generally by women.
Number of pages: 40 odd pages.
Size of type-page: 3″ × 4″

LU YUN TSA CHI (China Traveler) (旅行雜誌)
Established Mar. 1927.
Published monthly.
Circulation: 10,000; 60% outport, 40% local.
Number of pages: 120.
Size of page: 7″ × 10″.

LUN YU SEMI-MONTHLY (論語半月刊)
Established: 1932.
Published twice a month in the Chinese language.
Circulation: 2,000.
Number of pages: 100.
Size of type-page: 5½″ × 8″.

MIN SUN SEMI-MONTHLY (People's Livelihood) (民生)
Established Aug. 1932.
Circulation: 8,000; 5% outport, 95% local.
Number of pages: 8.
Size of page: 6½″ × 18″.
Number of columns: 6.
Size of column: 6½″ × 3″.

MIN TSU TSA CHI (The Nation Monthly) (民族雜誌)
Established Jan, 1933.
Circulation: 6,000.
Number of pages: 200 pages.
Size of page: 7¼″ × 10″.
Number of columns: 2 columns.
Size of column: 7½″ × 5″.

NATIONAL MEDICAL JOURNAL OF CHINA (中華醫學雜誌)
Established 1915.
Published monthly in the Chinese language by the National Medical Association of China.
Circulation: 2,000, of which 50% is circulated locally, and 50% is sent to outports.
Number of pages: 160 pages.
Size of type-page: width 5″, length 8″.
Number and size of columns: 1 column, width 5″.

NORTH CHINA HERALD
Established 1850.
Published every week in the English language.
Circulation: average 2184.
Number of pages: 36-44.
Size of type-page: 10¾″ × 16¾″.
Number of columns: 5.

NUI CHING NIEN YUEH KAN (The Green Year) (女青年月刊)
Established December, 1916.
Published monthly in the Chinese language by the Y.W.C.A. National Committee.
Circulation: 3,000, of which 30% is circulated locally and 70% is sent to outports.
Number of pages: 100.
Size of type-page: 5″ × 8″.
Number and size of columns: 2 columns, each measuring 5″ × 4″.

NUI SHENG (Woman's Voice) (女聲)
Established Oct., 1932.
Published semi-monthly.
Circulation: 5,000; 30% outport, 70% local.
Number of pages: 16.
Size of page: 5½″ × 8″.

NUI TO YUEH KAN (The Woman's Messenger) (女鐸月刊)
Language: Chinese.
Established: April, 1912.
Published monthly.
Circulation: 2,000.
Number of columns: in pamphlet form.

NUI TZU YUEH KAN (The Ladies' Monthly) (女子月刊)
Established March, 1933.
Published monthly.
Circulation: 11,000, 65% outport, 35% local.
Number of pages: 160-200.
Size of page: 4¼″ × 7″.
Number of columns: 2.
Size of column: 4¼″ × 3½″.

SCIENCE FOR ALL (科學知識)
Established June, 1932.
Published semi-monthly.
Circulation: 6,000.
Number of pages: 30.

SHANG JEN KUNG LUN (The Merchants' Critic) (商人公論)
Language: Chinese.
Established December, 1932.
Published semi-monthly.

SHANG YEH YUEH PAO (The National Journal of Commerce) (商業月報)
Established July, 1921.
Published monthly in the Chinese language by the Chamber of Commerce, Shanghai.
Circulation: 12,000.
Number of pages: 150 odd pages.
Size of type-page: 6½″ × 9½″.
Number and size of columns: 2 columns, each column measuring 6½″ × 4½″.

Publishers' Remarks: This publication has been in existence for the last 13 years, the abundance of its contents and editorials have always been appreciated by its readers. The number of advertisers in this magazine has grown to 130, a real proof of its advertising value.

SHANGHAI BUILDER (商業建築月刊)

Established 1931.
Character of publication: Official organ of the Building and Allied Trades.
Published monthly in the English language.
Circulation: 3,000.
Number of pages: 20.
Size of type-page: 6" × 8½".
Number and size of columns: 2 columns, column width 3".

SHANGHAI GUIDE

Character of publication: Devoted to giving information to tourists calling at Shanghai. Distributed through the passenger steamship companies to every cabin of vessels calling at Shanghai.
Published monthly in the English language.
Number of pages: 128.
Size of type-page: 3¼" × 4½".

SHANGHAI SHOPPER

Published monthly in the English language.
Circulation: distributed gratis.
Number of pages: 16.
Size of type-page: 3⅞" × 5¼".

SHANGHAI SPECTATOR, THE

Established 1931.
Published every Wednesday in the English language.
Circulation: 5,800.
Number of pages: 34-48.
Size of type-page: 16" × 21".
Number of columns: 8.

SHANGHAI SUNDAY TIMES

Established 1921.
Published every Sunday in the English language.
Circulation: 8,000, of which 80% is circulated locally and 20% is sent to outports.
Size of type-page: width 16⅛", length 21".
Number and size of columns: 8 columns, width 2".
Feature pages: Women's Page, Automobile Page, Sports, Radio, and Pictorial Section.

SHEH HUI YU CHIAO YU (Social and Educational Weekly) (社會與教育)

Established Nov. 1930.
Published weekly.
Circulation: 13,000; 80% outport, 20% local.
Size of page: ⅛ newspaper size.

SHEH YING HUA PAO (Pictorial Weekly) (攝影畫報)

Established Aug. 1925.
Circulation: 20,000.
Number of pages: 32.
Size of pages: 4¼" × 6".
Number of columns: in pamphlet form.
Feature pages: World News, Ladies, Current News, Children's, Social, Sports, Movie News, Caricatures, Criticism, Sensational Articles, Decoration, Health, Art and Curio, and Radio.
Publishers' Remarks: This is the only national illustrated weekly, printed by the A.B.C. Press. Very popular all over China for the past eight years.

SHENG HUO I YUAN YUEH KAN (Life Hospital Monthly) (生活醫院月刊)

Established June, 1930.
Published monthly.
Circulation: 2,000; 95% outport, 5% local.
Number of pages: 80.

SHIEN DAI HSUEH SUN (Modern Student) (現代學生)

Established October, 1930.
Published monthly, but no publication in the vacations, summer and winter.
Circulation: 50,000; 70% outport, 30% local.
Number of pages: 90.
Size of page: 5½" × 8".
Number of columns: 2.
Size of column: 5½" ×4".

SHIH DAN (Modern Miscellany) (時代)

Established 1930.
Published twice a month in the Chinese language--a pictorial semi-monthly.
Circulation: 25,000.
Number of pages: 30.
Size of type-page: 8½" × 11".

SIN CHUN TSIU (The New "Tsun Cheo") (新春秋)

Established Aug., 1928.

Published every 3 days.
Circulation: 5,200; 30% outport, 70% local.
Size of page: 6 columns, each measuring 9″ × 2¼″.
Number of pages: 1.

SIN CHUNG HWA (The New China Fortnightly) (新中華)
Established 1933.
Published every fortnight in the Chinese language by the Chung Hwa Book Co., Ltd., Shanghai.
Circulation: 30,000.
Number of pages: 100.
Size of type-page: 6″ × 9″.

SIN SUN (The New Life) (新生)
Established 1934.
Published every Saturday in the Chinese language.
Circulation: 60,000.
Number of pages: 20 pages plus 4 rotogravure pages.
Size of type-page: 6″ × 8½″.

SPORTING TIMES
Established 1930.
Published every Wednesday in the English language.
Circulation: 5,500, of which 85% is circulated locally and 15% is sent to outports.
Number of pages: 24.
Size of type-page: width 7″, length 9½″.

TA SHANG HAI TU HUA TSA CHI (Great Shanghai Pictorial Review) (大上海畫圖雜誌)
Established July, 1934.
Published monthly in the Chinese language.
Circulation: 10,000.
Number of pages: 40.
Size of type-page: 9″ × 12″.
Number of columns: 3 horizontal columns.
Size of column: 9″ × 3¾″.

TA YA HUA PAO (Great Asia Pictorial News) (大亞畫報)
Established March, 1919.
Published weekly.
Circulation: 8,000; 50% outport, 50% local.
Number of pages: one sheet.

TI YU PIN LUN (The Sports Review Weekly) (體育評論)
Established October, 1932.
Circulation: 2,000; 25% outport, 75% local.
Number of pages: 4.
Size of page: 10½″ × 9″.
Number of columns: 6.
Size of column: 10½″ × 1½″.

TUNG CHI I HSUEH CHI KAN (Tung-chi Acta Medica (同濟醫學季刊)
Established March, 1931.
Published quarterly.
Circulation: 2000.
Number of pages: 100.

TUNG CHI YUEH PAO (The Statistical Monthly) (統計月報)
Established Oct. 1931.
Circulation: 2,500; 35% outport, 65% local.
Number of pages: 400 pages.

TUNG WEN PAO (Chinese Christian Intelligencer) (通問報)
Established June, 1901.
Published daily.
Circulation: 4,000; 88% outport, 12% local.
Number of pages: 6.
Size of page: 5¼″ × 9″.

TUNG FANG TSA CHI (The Eastern Miscellany) (東方雜誌)
Established January, 1904.
Published semi-monthly.
Circulation: 65,000.
Number of pages: 160-170 plus 16 pages of rotogravure.
Size of pages: 5½″ × 8″.
Supplement: Special enlarged issues, four times a year.

WALLA WALLA
Established June, 1930.
Published every Saturday in the English language.
Circulation: 3,000.
Number of pages: 24-48.
Size of type-page: 6¼″ × 9″.
Number of columns: 2 or 3.

WEEKLY GRAPHIC, THE
Established October, 1931.
Published weekly in the English language.
Circulation: 2,800, of which 95% is circulated locally and 5% is sent to outports.
Number of pages: 12 pages.
Size of type-page: 9½″ × 13½″.
Number and size of columns: 4 columns, width 2⅜″.

WEN HWA (Fine Arts Review) (文華)
Established June, 1929.
Published monthly in the Chinese language by the Wen Hwa Publishing Co.
Circulation: 30,000, of which 30% is circulated locally and 70% is sent to outports.

Number of pages: 50 odd pages.
Size of type-page: 8¼" × 12".
Number and size of columns: 2 columns, each column measuring 8½" × 6".

WU SIEN TIEN TSA CHI (Q. S. P. Amateur Radio) (無線電雜誌)
Established October, 1931.
Published monthly.
Circulation: 7,500.

YEN DAI (Les Contemporains) (現代)
Established May, 1932.
Published monthly in the Chinese language.
Circulation: 15,000; 86% outport, 14% local.
Number of pages: 140.
Size of page: 5½" × 8".

YIN HONG CHOW PAO (The Bankers' Weekly) (銀行週報)
Established May, 1917.
Published weekly in the Chinese language by the Shanghai Chinese Bankers' Association.
Circulation: 5,600.
Number of pages: 100 odd pages.
Size of type-page: 5½" × 8".
Number and size of columns: 2 columns, each column measuring 5½" × 4".

YING YU CHOW KAN (English Weekly) (英語週刊)
Language: English.
Established Oct., 1915.
Published every Saturday.
Circulation: 40,000.
Number of pages: 32.
Publishers' Remarks: No publication in the last week of June and December. A good magazine to help Chinese studients in the study of the English language.

SIAOHSIEN (蕭縣) is a northern city lying to the south of the Lunghai Railway. It is linked together with Hsuchow by a motor road.

SIAOHSIEN JEN PAO (Righteous Press of Siaohsien) (蕭縣仁報)
Published every three days in the Chinese language.
Circulation: 300, of which 60% is circulated locally and 40% is sent to outports. Read mostly by scholars.

SOOCHOW (蘇州) stands twelve miles from the shores of the Tai-hu Lake, on which it was situated, but since then the lake has silted up and receded. The Grand Canal passes through the city, and because of the numerous canals in the neighbourhood it is sometimes called "The Venice of China". It was opened to foreign trade in 1896 and is an important silk manufacturing town. In the surrounding fertile district rice is grown.

SOOCHOW CHUNG PAO (Soochow Middle Paper) (蘇州中報)
Established November, 1920.
Published every morning in the Chinese language including Sundays.
Circulation: 2,200, of which 80% is circulated locally and 20% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 13" × 19½".
Number and size of columns: 6 columns to a page, each column measuring 13" × 3¼".

SOOCHOW JIH PAO (Soochow Daily News) (蘇州日報).
Established January, 1912.
Published every morning in the Chinese language.
Circulation: 1,000, of which 95% is circulated locally and 5% is sent to outports.
Number of pages: 1 sheet of 2 pages.
Size of type-page: 14" × 20".
Number and size of columns: 6 columns to a page, each column measuring 14" × 3⅛".

TA KUNG PAO (The Impartial News) (大公報)
Established 1926.
Published every morning in the Chinese language including Sundays.
Circulation: 3,000.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 12⅝" × 19".
Number and size of columns: 8 columns, each measuring 12⅝" × 2⅜".

SUCHIEN (宿遷) is also a northern city of importance, having a number of motor roads connecting with all important cities in northern China. The Grand Canal flows by it.

SUCHIEN MIN PAO (People's Press of Suchien) (宿遷民報)
Established May, 1927.
Published every morning in the Chinese language including Sundays.
Circulation: 1,000.

SUNGKIANG (松江) lies on the Whangpoo to the south of Shanghai. Its chief product is rice.

JUNG PAO (Hair Press) (茸報)
Established 1933.
Published every morning in the Chinese language.
Circulation: 800.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 9" × 14".

SIN POO CHAO (New Whangpoo Tide) (新浦潮)
Established 1933.
Published every morning in the Chinese language.
Circulation: 500.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 9⅜" × 13¾".

SUNGKIANG MIN CHUAN (Sungkiang Populace) (松江民衆)
Established 1933.
Published every morning in the Chinese language.
Circulation: 500.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 9⅛" × 13½".

TA KUANG MIN (The Great Light) (大光明)
Published every three days in the Chinese language.
Circulation: 600.
Number of pages: 1 sheet, 3 pages.
Size of type-page: 8½" × 13¾" and 20¼" × 13¾".

TA SUNGKIANG PAO (Greater Sungkiang Press) (大松江報)
Established 1931.
Published every morning in the Chinese language.
Circulation: 600.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 9½" × 14".

TAIHSIEN (泰縣) is a northern city lying to the east of the Grand Canal. Rice and wheat are its chief products.

KIANG TUNG JIH PAO (East River Daily News) (江東日報)
Established June, 1930.
Published every other day in the Chinese language.
Circulation: 1,400, of which 50% is circulated locally and 50% is sent to outports.

TAI PAO (Taihsien News) (泰報)
Established October, 1920.
Published daily including Sundays in the Chinese language.
Circulation: 1,300; 60% outport, 40% local.
Number of pages: 6 (1 sheet and half).
Size of page: 8¾" × 13".
Supplement on Wednesdays and Saturdays.

TSINGKIANGPU (清江浦) is another name for Hwaiyin (淮陰). It stands on the Grand Canal, and is an important northern city both commercially and militarily.

KIANG PEH JIH PAO (North Yangtse Daily News) (江北日報)
Established October, 1920.
Published every morning in the Chinese language including Sundays.
Circulation: 1,400.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 9″ x 13½″.
Number and size of columns: 6 columns to a page, each column measuring 9″ × 2¼″.

SOO PEI JIH PAO (North Kiangsu Daily News) (蘇北日報)
Established March, 1932.
Published daily in the Chinese language.
Circulation: 1,200; 50% outport, 50% local.
Number of pages: 2.
Size of page: 8″ × 12″.
Number of columns: 6.
Size of column: 8″ × 2″.

TUNGTAI (東臺) is a northern city of minor importance.

TUNGTAI PAO (Tungtai Press) (東臺報)
Established November, 1922.
Published every other day in the Chinese language.
Circulation: 800.

WUKIANG (吳江) is a well-known rice-producing district, lying 20 miles south of Soochow and a short distance from the eastern shore of the Tai-hu Lake. Recently a motor road was opened to traffic from Kashing, Chekiang, to Soochow by way of Wukiang.

SHENGCHI (盛澤)
Established October, 1922.
Published weekly in the Chinese language.
Circulation: 1,000.
Number of pages: 2.
Size of type-page: 9″ × 13½″.
Number and size of columns: 4 columns, each measuring 9″ × 3⅜″.

WUKIANG JIH PAO (Wukiang Daily Press) (吳江日報)
Established August, 1931.
Published daily in the Chinese language including Sundays.
Circulation: 2,000, of which 30% is circulated locally and 70% is sent to out districts. Read mostly by young people and business and student classes.
Number of pages: 4.
Size of type-page: 9″ × 13½″.
Number and size of columns: 4 columns, each measuring 9″ × 3⅜″.

WUSIH (無錫) on the northern shores of the Tai-hu Lake, is important as a cotton manufacturing and flour centre. Sericulture is practised in the district.

JEN PAO (People's Press) (人報)
Language: Chinese.
Established Feb. 1932.
Published daily.
Circulation: 2,100; 20% outport, 80% local.
Number of pages: 4.
Size of page: 12″ × 18″.
Number of columns: 2.
Size of column: 12″ × 9″.

KUO MIN TAO PAO (Citizens' Leader) (國民導報)
Established February, 1928.
Published every morning in the Chinese language including Sundays.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 14″ × 19¾″.
Number and size of columns: 10 columns to a page, each column measuring 14″ × 2″.

SIH PAO (Wusih News) (錫報)
Established April, 1912.
Published every morning in the Chinese language including Sundays.
Circulation: 5,000, of which 65% is circulated locally and 35% is sent to outports.
Number of pages: 1 sheet of 4 pages.

Size of type-page: 14¼" × 20".
Number and size of columns: 10 columns, each measuring 14¼" × 2".

CHING PAO (The Mirror) (鏡報)
Established June, 1932.
Published every three days in the Chinese language by the Peacock Culture Society.
Circulation: 3,000, read mostly by scholars.
Number of pages: 4.
Size of type-page: 7¼" × 10".
Number and size of columns: 5 columns, each measuring 7¼" × 1⅜".

LAN-YEN THREE-DAY PUBLICATION (蘭言三日刊)
Established 1926.
Published every 3 days in the Chinese language.
Circulation: 1,800.
Circulation: 1,800.
Number of pages: 2.
Size of type-page: 13" × 19½".
Number and size of columns: 8 columns, each measuring 13" × 2⅜".

PING PAO (The Justice) (平報)
Established January, 1931.
Published every three days in the Chinese language by the Peacock Culture Society.
Circulation: 1,000, read mostly by business people.
Number of pages: 4.
Size of type-page: 9¼" × 13¼".
Number and size of columns: 8 columns, each measuring 9¼" × 1⅝".

YANGCHOW (揚州) to the north of Chinkiang and on the opposite side of the Yangtze to it, is an ancient city, which was once the capital of Emperor Yang-ti of the Sui Dynasty. It is an important salt centre and is in an agricultural district where wheat, reeds, sesame and red beans are grown.

CHUNG HWA JIH PAO (China Daily News) (中華日報)
Language: Chinese.
Established March, 1931.
Published daily.
Circulation: 1,500; 60% outport, 40% local.
Number of pages: 4.
Size of page: 12" × 14".
Number of columns: 6.
Size of column: 2" × 14".
Setting facilities: Good.

HWAIYANG JIH PAO (Hwaiyang Daily Press) (淮揚日報)
Established October, 1918.
Published every morning in the Chinese language including Sundays.
Circulation: 3,000, of which 50% is circulated locally and 50% is sent to outports.
Number of pages: 1 sheet.
Size of type-page: 14" × 19½".
Number and size of columns: 6 columns to a page, each column measuring 14" × 3¼".

TA KIANG PEH JIH PAO (The Great North Yangtse Press) (大江北日報)
Established May, 1921.
Published every morning in the Chinese language including Sundays.
Circulation: 3,000, of which 50% is circulated locally and 50% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 13¼" × 13".
Number and size of columns: 4 columns to a page, each column measuring 13¼" × 3¼".

CHI SIN PAO (The Pioneer News) (啓新報)
Established March, 1922.
Published every other day in the Chinese language including Sundays.
Circulation: 700, of which 70% is circulated locally and 30% is sent to outports.

KIANG HWAI SIN PAO (Kiang Hwai New Press) (江淮新報)
Established March, 1921.
Published every other day in the Chinese language including Sundays.
Circulation: 2,300, of which 70% is circulated locally and 30% is sent to outports. Read by all businessmen and scholars.
Number of pages: 4.
Size of type-page: 12¾" × 19".
Number and size of columns: 6 columns, each measuring 12¾" × 3".

KIANG PEH SHANG WU PAO (North Yangtse Commercial News) (江北商務報)
Established August, 1918.
Published every other day in the Chinese language.
Circulation: 1,300, of which 70% is circulated locally and 30% is sent to outports.

SIN MIN PAO (The New People) (新民報)
Established August, 1926.
Published every other day in the Chinese language.
Circulation: 1,400, of which 50% is circulated locally and 50% is sent to outports. Read mostly by labourers and business people.
Number of pages: 1 sheet of 4 pages.

SIN PAO (The New Press) (新報)
Established December, 1932.
Published every 3 days in the Chinese language.
Circulation: 400, of which 90% is circulated locally and 10% is sent to outports.

SIN YANG PAO (New Yangchow Press) (新揚報)
Established August, 1920.
Published every other day in the Chinese language including Sundays.
Circulation: 600, of which 60% is circulated locally and 40% is sent to outports.

TSIEN SZE YUEH KAN (The Near Thoughts Monthly) (近思月刊)
Established August, 1922.
Published monthly in the Chinese language.
Circulation: 5,000. Read mostly by the pawnshop brokers. It is not for sale.

YANGCHOW JIH PAO (Yangchow Daily News) (揚州日報)
Established March, 1913.
Published every other day in the Chinese language.
Circulation: 1,420, of which 70% is circulated locally and 30% is sent to outports. Read mostly by businessmen and scholars.

YENCHENG (鹽城) is a northern city of minor importance.

YENCHENG JIH PAO (Yencheng Daily News) (鹽城日報)
Established May, 1927.
Published every morning in the Chinese language including Sundays.
Circulation: 1,500, of which 70% is circulated locally and 30% is sent to outports.

KWANGSI PROVINCE

KWANGSI is a southern province of 77,220 square miles. This province is entirely mountainous, the average elevation of its plateaus being 1,000 feet. Its southern frontier bordering Kwangtung is near the coast of the Gulf of Tongking. On the south-western and western side are the Provinces of Tongking in French Indo-China and Yunnan. Kweichow and Hunan Provinces adjoin Kwangsi to the north and north-east and Kwangtung forms the remainder of the eastern boundary.

The climate is tropical. In the south it is extremely hot from May to September. In the north it is milder and in winter it is often quite cold, with slight snow-fall. This province is sparsely peopled, having a population of 12,258,335.

No railways have yet been constructed in this province. But as to motor roads Kwangsi is justified to claim the largest mileage. Radiating from Nanning, capital of the Province, there are a number of motor roads connecting important cities all over the Province.

The principal river is the Si-kiang or West River, with a number of tributaries spreading all over the Province, to such an extent that one may travel to all the important cities by launch.

The soil, especially in the east is poor, but the valleys of Yu Kiang and of the West River and their affluents are fertile. Nanning and Wuchow are two of the chief rice-growing centres. Maize is raised everywhere and tobacco grown considerably. The other agricultural products include cassia, camphor, indigo, rice, sugar, hemp, peanuts, rapeseed, and silk. Much of the food produce is exported to Kwangtung.

There are no industries of importance in the Province. The existence of good coal deposits is evident, but the methods employed are rather primitive. The quantity produced is only sufficient for local consumption. Antimony is mined north of Chenan and smelted in crude blast furnaces. Silver is found at Kweihsien. Tin, asbestos, galena, platinum, gold, copper, iron and lead are all thought to exist, and some of the mines are being worked on a small scale.

For centuries, Kwangsi was known as one of the most backward provinces. But for the last few years the provincial Government, with the help of experts, did its utmost to develop the Province along every line on a scientific basis. So the situation of late has been so radically changed that it is in a position to claim to be a model province. A great future is ahead of Kwangsi.

At Nanning there are British and French consulates.

MAP OF CHINA SHOWING POSITION OF **KWANGSI** PROVINCE

AREA: *77,220 square miles.*

POPULATION: *12,258,335.*

IMPORTANT CITIES: *Kweilin, Nanning, Wuchow.*

KWEILIN (桂林) in the north-east, was the original capital of the Province. The city stands on the Kwei-kiang which joins the Si-kiang at Wuchow. A motor road via Liuchow also connects it to this port. It is the largest city of the north and close to the pass through the northern mountains which leads to Hunan. Silk and fur are its two major industries. Aniseed trees grow in the district, from which an oil is obtained. The picturesque scenery here is famous throughout China. The late Dr. Sun Yat-sen called it the "Switzerland of China."

YUNG FU YUEH KAN (Ever Benevolent Monthly) (永福月刊)
Established August, 1928.
Published monthly in the Chinese language by the Yung Fu Culture Society.
Circulation: 1,200, of which 58% is circulated locally and 42% is sent to outports. Read mostly by scholars.
PUBLISHERS' REMARKS: Since its initial publication in 1928 the publishers have spared no efforts in the improvement and enlargement of the contents. It has gained the support of the public by the growth of its circulation from a hundred odd copies to 1,200 copies. The editorial department has invited a number of local technical experts to contribute special articles for the entertainment of its readers.

NANNING (南寧) situated in a large plain just below the confluence of the Yu-kiang and the Tso-kiang, is the new capital. It is a treaty port in a fertile district and its chief importance is as an importing and exporting centre. One of its larger industries is the manufacture of firecrackers, and second to this comes the leather industry, which obtains its raw material from the water buffalo and red cattle reared in the vicinity of the city. Great quantities of raw sugar are shipped to the coast for refining. Much cotton is also grown in the district. Nanning will develop when railway communication is established between it and the coast. At present this city is connected by motor roads with most of the larger cities of the Province.

NANNING MIN KUO JIH PAO (Nanning Republican Daily News) (南寧民國日報)
Established 1926.
Published every morning in the Chinese language including Sundays.
Circulation: 8,000, of which 40% is circulated locally and 60% is sent to outports.
Number of pages: 3 sheets of 4 pages each sheet.
Size of type-page: 14½" × 19".
Number and size of columns: 10 columns to a page, each column measuring 14½" × 2".
Publishers' Remarks: This paper is the leading publication in the province and its circulation has been on the increase steadily.

CHIAO YU LUN TAN (Educational Tribune) (教育論壇)
Established September, 1931.
Published monthly in the Chinese language by the Kwangsi Provincial Educational Bureau.
Circulation: 1,000, of which 30% is circulated locally and 70% is sent to outports. Read mostly by scholars.
Number of pages: 116 pages.
Size of type-page: 4" × 7¼".
Number of columns: 1 column.

WUCHOW (梧州) is situated at the confluence of the Kwei-kiang and the Si-kiang on the eastern frontier of the Province, and is surrounded by mountains. As a treaty port it was opened to foreign trade in 1897 and has rapidly developed as an important commercial and trading port. Steamers can reach it in two days from Canton and Hongkong. It is often flooded in the rainy season, and this accounts for a large number of the native inhabitants living in boats. A fine quality rice is grown in the valleys and on the nearby plains, and the crops always find a ready market. Minerals are found in easy transport distance, and the mines are just beginning to be developed. Among other things, large numbers of live stock are exported to Hongkong.

DA KUNG PAO (The Impartial Paper) (梧州大公報)
Established 1931.
Language: Chinese.
Published daily.
Circulation: 3,000; 50% outport, 50% local.
Number of pages: 2 sheets of 4 pages each.
Size of page: 20 × 13 8|10 inches.
Number of columns: 5.
Size of column: 13 8/10 × 3 8/10 inches.
Supplement: every Sunday.
Publisher's Remarks: This paper is owned by merchants and has the entire confidence of the public, especially the business men.

WUCHOW MIN KUO JIH PAO (Wuchow Republican Daily News) (梧州民國日報)
Established 1924.
Published every morning in the Chinese language including Sundays.
Circulation: 2,000, of which 40% is circulated locally and 60% is sent to outports.
Number of pages: 2 sheets of 4 pages each sheet.
Size of tpye-page: 14" × 20".
Number and size of columns: 10 columns to a page, each column measuring 14" × 2".
Publishers' Remarks: This publication is the leading paper of this province.

WUCHOW SZE CHENG KUNG PAO (The Wuchow Municipality Monthly Gazette) (梧州市政公報)
Established August, 1931.
Published monthly in the Chinese language by the City Municipality of Wuchow.
Circulation: 1,000, of which 40% is circulated locally and 60% is sent to outports.
Number of pages: 200 odd pages.
Size of type-page: 5½" × 8".
Number and size of columns: 1 column.
Publishers' Remarks: This publication is edited by the local government office, and its contents are entirely in the form of reports. It does not publish any advertisements.

MAP OF CHINA SHOWING POSITION OF **KWANGTUNG** PROVINCE

AREA: *100,000 square miles.*

POPULATION: *36,773,502.*

IMPORTANT CITIES: *Canton, Swatow, Hongkong (British Colony), Macao (Portuguese Colony).*

KWANGTUNG PROVINCE

KWANGTUNG is the richest province in South China, with a total area of 100,000 square miles. Its western boundary borders on Kwangsi, while there is a small portion in the South-western corner adjacent to Tongking in French Indo-China. Along the northern bounary are the provinces of Hunan, Kiangsi and Fukien. The southern and eastern frontiers are formed by the sea coast, which is 800 miles long without reckoning the minor indentations. Kwangtung has a population of 36,773,502. Canton is its provincial capital.

The climate of Kwangtung is sub-tropical, Canton's maximum and minimum temperatures being 96° and 43°. The monsoons occur during the summer months, when the prevailing winds are the moisture-laden south-west winds. The rainfall averages eighty-four inches, most of it falling in May, June and July.

Most of the trading centres of the Province are in the vicinity of Canton. The whole of that district is interwoven with canals and rivers, which are served with efficient launch services. Roads are established in different cities and highways connecting the larger cities are now being constructed.

There are five railways running through in the Province, namely, Canton-Kowloon Railway, Canton-Samshui Railway, Swatow-Chaochow Railway, Sunning Railway and Canton-Hankow Railway. The last one still has a distance of 270 miles uncompleted before it connects Canton and Hankow after which it is so named.

Rice, silk, sugar, cotton, tobacco, indigo, tea, ginger, medicines, hemp, peanuts, and tropical fruits are important products. Palms, which furnish leaves for fans, are cultivated in the West River delta. Betel nuts, aniseed, and cassia are other products. Matting, bamboo and bamboo products, grass linen, eggs and egg products, and paper are other exports.

There are several coal mines and some of the larger native deposits are at Shiuchow. There is also a growing demand for wolframite and as it is of superior quality to that obtained from either Australia or Burma, its future should be assured. Antimony, gold, silver, zinc, tin, quicksilver, lead and copper also exist but are only worked on a small scale, if at all.

The following countries have consular representatives resident at Canton: America, Belgium, Denmark, Finland, France,

Germany, Great Britain, Italy, Japan, the Netherlands, Norway, Portugal, Sweden and Swetzerland.

Belgium and France have consular representatives resident at Pakhoi.

America, Belgium, France, Great Britain, Japan, the Netherlands and Norway have consular representatives resident at Swatow.

CANTON (廣東) the capital of the Province, lies on the Pearl, or Chu-kiang, River some 95 miles by water and 111 miles by rail from Hongkong. The foreign settlement of the port is called Shameen ("desert face"). Pagodas, curio shops and temples are features of the native city. Remarkable changes have taken place in Canton during the last few years; broad streets have been made and motor buses connect it to the nearby cities of Kwangtung. Steel bridges have been built connecting city to suburb and a system of city parks has been laid out. Silk, an important product of the hinterland, is manufactured at Canton, but in recent years the industry has been passing through trying times. Wolfram ore is exported by the port and the demand for it has increased ever since tungsten has been used in the manufacture of high-grade steel. Bed-mat manufacturing is a large industry that is finding a growing market. The surrounding district is productive; rice, silk, sugar, indigo, tobacco, tea, oil-plants and fruits are grown. Canton has a modern aerodrome.

CANTON DAILY SUN:
Established 1931.
Published every morning in the English language.
Circulation: 2,000 copies daily.
Number of pages: 10.

KUNG HO PAO (The Republican Press) (共和報)
Established July, 1912.
Published every morning in the Chinese language including Sundays.
Circulation: 20,000.
Number of pages: 2½" sheets—10 pages.
Size of type-page: 14½" × 20".
Number and size of columns: 6 columns a page, each column measuring 14½" × 3.2".
Feature page every Sunday.

KUNG PING PAO (The Public Critic) (公評報)
Established October, 1924.
Published every morning in the Chinese language including Sundays.
Circulation: 30,000, of which 50% is circulated locally and 50% is sent to outports.
Number of pages: 3 sheets, 4 pages to each sheet.
Size of type-page: 15" × 20".
Number and size of columns: 6 columns in a page, each column measuring 15" × 3¼".
Feature pages: Local Supplement daily, the "Contemporary" page and the "All Trades" page on Sundays. Engineering Supplement once a week.
Publishers' Remarks: This publication is most popular in Canton City. It is impartial in its criticisms, and its reports are fast and accurate. It has won the confidence of the general public.

廣州公評報

KUNG PING PAO

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NOTICE

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THE **Kwok Wa Po** of Canton is the **Largest** and most **well-known** newspaper in South China. The paper is in circulation throughout the country, being famous and popular with the whole Chinese community and also the Chinese residents abroad and bearing a good historical record.

Advertisements inserted in the Kwok Wa Po will have the **excellent result,** as they will go **Far and Wide;** and the charges for insertions are moderate.

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Wireless and Telegrpah No. 0042

KWANGCHOW MIN KUO JIH PAO (The Republican Daily News of Canton) (廣州民國日報)

Established 1925.

Published daily in the Chinese language including Sundays.

Circulation: 15,000.

Number of pages: 4 sheets of 4 pages each.

Size of type-page: 14½" × 19½".

Number and size of columns: 6 columns in a page, each column measuring 14½" × 3¼".

Publishers' Remarks: This paper is controlled by the Kuomintang Party and is generally read by the Party, military and intillectual classes. On account of the accuracy of its reports and abundance of reading material it circulates very extensively throughout China and abroad.

KWANGCHOW SZE MIN JIH PAO (The Canton Citizens' Daily Press) (廣州市民日報)

Established October, 1927.

Published every morning in the Chinese language including Sundays.

Circulation: 8,000, of which 60% is circulated locally and 40% is sent to outports.

Number of pages: 2 sheets of 4 pages each.

Size of type-page: 15" × 21".

Number and size of columns: 8 columns in a page, each column measuring 15" × 2⅝".

KWANGTUNG TSI SHIH ER HENG SHANG PAO (The Kwangtung Seventy-two Guilds Commercial Daily Press) (廣東七十二行商報)

Established 1906.

Published every morning in the Chinese language including Sundays.

Circulation: 7,000, of which 45% is circulated locally and 55% is sent to outports.

Number of pages: 2 sheets, 2 pages each sheet.

Size of type-page: 14½" × 19½".

Number and size of columns: 6 columns in a page, each measuring 14½" × 3".

KWOK WA PO (National Flower Press) (國華報)

Established 1916.

Language: Chinese.

Published daily.

Circulation: 28,000; 75% outport, 25% local.

Number of pages: 4.

Size of page: 16¼" × 22¾".

Number of columns: 7.

Size of column: 16½" × 3¼".

NANHAI MIN KUO JIH PAO (Nanhai Republican Daily News) (南海民國日報)

Established Sept., 1931.

Published daily.

Circulation: 2,600.

Number of pages: 2 sheets of 4 pages each.

Size of page: 13" × 18".

Number of columns: 6.

Size of column: 3 Chinese inches, by 13 Chinese inches.

SIN KWOK WA PO (The New National Flower Press) (新國華報)

Established 1920.

Published every morning in the Chinese language including Sundays.

Circulation: 11,000, of which 50% is circulated locally and 50% is sent to outports.

Number of pages: 2 sheets, 4 pages each sheet.

Size of type-page: 14" × 18".

Number and size of columns: 6 columns in a page, each column measuring 14" × 3".

SIN LING TUNG JIH PAO (New East Kwangtung Daily News) (新嶺東日報)

Established 1931.

Language: Chinese.

Published daily.

Circulation: 3,400.

Number of pages: 8.

Size of page: 14½" × 20".

TA CHUNG PAO (The Great Middle Press) (大中報)

Established Jan. 1929.

Language: Chinese.

Published daily.

Circulation: 24,000; 65% outport, 35% local.

Number of pages: 4.

Size of page: 16" × 21".

Number of columns: 7.

Size of column: 3" × 16".

PERIODICALS

CHINA TRUTH
Established 1929.
Published weekly (Saturday) in the English language.
Circulation: 2,000.

CHUAN YEH DAO PAO (The Silkworm Trade Leader) (蠶業導報)
Established January, 1929.
Published every three months in the Chinese language by the Silkworm and Silk Improvement Bureau, Canton.
Circulation: 1,000, of which 40% is circulated locally and 60% is sent to outports.
Number of pages: 160.
Size of type-page: 5½" × 7½".
Number and size of columns: 2 columns, each measuring 5½" × 4".

KWANGCHOW CHING NIEN (The Canton Youth) (廣州青年)
Published every Sunday in the Chinese language by the Y.M.C.A. of Canton.
Circulation: 4,000.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 6" × 8".
Number and size of columns: 2 columns, each measuring 6" × 4".

MING CHU BAN CHOW KAN (The Pearl Newsette) (明珠半週刊)
Established November, 1921.
Published every Sunday and Thursday in the Chinese language by the Cathay Amusements Ltd.
Circulation: 10,000, of which 98% is circulated locally and 2% is sent to outports. Read principally by students.
Publishers' Remarks: This publication is the oldest moving picture publication in China.

NANHAI HSIEN CHENG CHI PAO (The Nanhaihsien Administration Quarterly) (南海縣政季報)
Established June, 1929.
Published every three months in the Chinese language.
Circulation: 2,500.
Number of pages: 500.
Size of type-page: 5" × 7⅝".
Number of columns: 1 column.

PE MAN TIEN YING YUEH KAN (The Screen Monthly) (白幔電影月刊)
Established April, 1928.
Published monthly in the Chinese language.
Circulation: 5,000, of which 60% is circulated locally and 40% sent to outports.

YUEH TSO YUEH KAN (Kwangtung Salt Monthly) (粵鹺月刊)
Established June, 1917.
Published monthly in the Chinese language by the Salt Gabelle of Kwangtung and Kwangsi Provinces.
Circulation: 700, of which 10% is circulated locally and 90% is sent to outports.
Publishers' Remarks: This publication contains all laws, ordinances, rules and regulations of the Salt Gabelle and does not publish anything else.

CHUNGSHAN (中山) is a proposed model *hsien* lying on the sea coast to the north of Macao. As this is the late Dr. Sun Yat-sen's birth-place, it is named after him in order to commemorate his memory.

TUNG CHEN SUN PAO (The Dung Jan Ten-day Press) (東鎮旬報)
Established July, 1923.
Published every ten days in the Chinese language.
Circulation: 1,200, of which 45% is circulated locally and 55% is sent to outports.

FATSHAN (佛山) on the West River to the west of Canton, is an important manufacturing centre for iron, silk and porcelain.

FATSHAN SHUNG TEH YEE YUEN WEI SUNG YUEH KAN (The Fatshan Shung-teh Hospital Health Monthly) (佛山崇德醫院衛生月刊)

Established July, 1922.
Published every month in the Chinese language.
Circulation: 2,000, of which 98% is circulated locally and 2% is sent to outports.

HOKSHAN (鶴山) is a central city with its motor roads connecting with all important cities.

YING YING (嚶嚶)

Established September, 1928.
Published monthly in the Chinese language by the Hokshan District Middle School.
Circulation: 2,000, of which 20% is circulated locally and 80% is sent to outports.

LIUCHOW (雷州) is a southern city standing on the peninsula on the coast of Liuchow Bay. In the north is the Kwangchow Bay, which was leased to the French during the time of the so-called "Battle of Concessions". The chief products are straw bags, groundnuts, fish and salt.

LIUCHOW MIN KUO JIH PAO (Liuchow Republican Daily News) (雷州民國日報)

Established July, 1926.
Published every morning in the Chinese language except Sundays.
Circulation: 700, of which 50% is circulated locally and 50% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 13½" × 18½".
Number and size of columns: 6 columns, each measuring 13½" × 3".

MEIHSIEN (梅縣) is in the northeast of the Province, lying on the north bank of the Mei-kiang.

MEIHSIEN MIN KUO JIH PAO (Meihsien Republican Daily News) (梅縣民國日報)

Established May, 1927.
Published every day in the Chinese language including Sundays.
Circulation: 2,000, of which 70% is circulated locally and 30% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 14" × 20".
Number and size of columns: 8 columns, each measuring 14" × 2½".

SUNWEI (新會) is also a southern city, the western terminus of the Sunning Railway, the chief products of which are palm leaf fans and sweet oranges.

MIN CHUNG JIH PAO (The Populace Daily News) (民衆日報

Established February, 1929.
Published every morning in the Chinese language except Sundays:
Circulation: 5,000, of which 40% is circulated locally and 60% is sent to outports.
Number of pages: 2 sheets, 4 pages to each sheet.
Size of type-page: 14" × 20½".
Number and size of columns: 6 columns, each column measuring 14" × 3.4".

SWATOW (汕頭) in the north-east of the Province, lies on a promontory with the Han River on its northern side and an inlet of the sea to the south. Although strong opposition greeted the opening of the port to foreign trade, these prejudices died a natural death when the natives realized that a treaty port was to their advantage. Rice, sugar, camphor and fruits are some of the important agricultural crops of the district. Drawn-thread work and embroidery are two of the most important industries of this city. Chinaware is also of importance. A large annual emigration takes place from this port. Bean-cakes are one of the chief imports of Swatow. The port is now rapidly being developed into one of the modern cities of China. Swatow has suffered from terrific typhoons on many occasions.

HAN KIANG PAO (Han River Press). (韓江報)
Language: Chinese.
Established May, 1928.
Published daily except Monday.
Circulation: 1,500, 40% outport, 60% local.
Number of pages: 8.
Size of page: 9½" × 14".
Publishers' Remarks: In the beginning it was published every three days. Since 1930, it has changed to a daily newspaper.

NING TUNG MIN KUO JIH PAO (Ning Tung Republican Daily News) (嶺東民國日報)
Established January, 1926.
Published every morning in the Chinese language except Mondays.
Circulation; 3,000, of which 50% is circulated locally and 50% sent to outports.
Number of pages: 3 sheets of 4 pages each sheet.
Size of type-page: 13¾" × 19½".
Number and size of columns: 10 columns in a page, each column measuring 13¾" × 2".

SENG HWA JIH PAO (Seng Hwa Daily News) (星華日報)
Established July, 1931.
Published daily except Sundays.
Circulation: 6,240; 67% outport, 33% local.
Number of pages: 5 (2½ sheets).
Size of page: 13" × 20".
Number of columns: 10.
Size of column: 13" × 2".

SWA PAO (Swatow Press) (汕頭汕報)
Established October, 1929.
Size of type-page: 15" × 20¼".
Number and size of columns: 8 columns, each measuring 15" × 2½".

SWATOW MIN SHENG JIH PAO (Swatow People's Voice) (汕頭民聲日報)
Established January, 1920.
Published every morning in the Chinese language except Mondays.
Circulation: 3,100, of which 50% is circulated locally and 50% is sent to outports.
Number of pages: 2 sheets of 4 pages each.
Size of type-page: 13½" × 19½".
Number and size of columns: 6 columns in a page, each column measuring 13½" × 3".

PERIODICALS

FENG PAO (The Wind) (風報)
Established November, 1930.
Published every three days in the Chinese language.
Circulation: 1,800, of which 60% is circulated locally and 40% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 9¼" × 14¼".
Number and size of columns: 6 columns, each measuring 9¼" × 2½".

NING TUNG CHIA YIN (The Benevolent Voice of East Kwangtung) (嶺東嘉音)
Established January, 1926.
Published monthly in the Chinese language by the Protestant Mission.
Circulation: 500, of which 50% is circulated locally and 50% is sent to outports.
Number of pages: 45.
Size of type-page: 5½" × 8".
Number of columns: 1 column.

TAISHAN (台山) is a southern city on the Sunning Railway. Transportation facilities are well provided for.

KANG CHI SHEN MONTHLY (綱紀愼月刊)
Established January, 1923.
Published every month in the Chinese language by Protestant Missionaries.
Circulation: 800, of which 80% is circulated locally and 20% is sent to outports.

YEE LUN PO (The Public Opinion) (輿論報)
Established December, 1913.
Published every morning in the Chinese language except Sundays.
Number of pages: 2 and a half sheets—10 pages.
Size of type-page: 14½" × 20".
Number and size of columns: 4 columns, each measuring 5" × 14½".

TAISHAN MUN KEANG MONTHLY (台山文疆月報)
Established December, 1923.
Published monthly in the Chinese language.
Circulation: 1,200, of which 40% is circulated locally and 60% is sent to outports. Read principally by overseas Chinese.
Number of pages: 100.
Size of type-page: 4" × 6½".
Number of columns: 1 column.

HONGKONG (香港) a British crown colony consisting of the island of Hongkong and some leased territory, Kowloon, on the adjacent main land, is the largest seaport in the Orient and the sixth largest seaport in the world. It has a population of 500,000, including 15,000 foreigners. The reasons for its prosperity are: (1) its splendid position at the outlet of southern China, and (2) the careful policy of the British government to lay no taxes that would interfere with trade. It is the terminus of two great trade routes—one to Europe by Suez and the other to America across the Pacific. Many smaller steamers sail to Japan, Australia, India, Indo-China, the East Indies, and coast and river ports of China. The main business of Hongkong is to exchange the products of China for those of Europe. Hongkong has many manufacturing industries. There are large sugar refineries, cotton factories, ship-building and repair yards, and cement and flour mills.

CHINA MAIL
Established 1845.
Published every evening except Sundays in the English language.
Circulation: 1,800 copies, 95% local, 5% outport.
Number of pages: 12-14.
Size of type-page: 16¼" × 20".
Number of columns: 7, width 2¼".

CHUNG HWA YAT PAO (The China Daily News) (中華日報)
Established Febuary, 1926.
Published every morning in the Chinese language including Sundays.
Circulation: 5,000, of which 70% is circulated locally and 30% is sent to outports.
Number of pages: 3 sheets, 4 pages to each sheet.
Sizes of type-page: 15″ × 21″.
Number and size of columns: 8 columns, each measuring 15″ × 2¾″.

HONGKONG DAILY PRESS
Established 1857.
Published every morning except Sundays in the English language.
Circulation: 2,000, of which 90% is sent to outports.
Number of pages: 16 pages.
Size of type-page: 15¾ × 20″.
Number and size of columns: 7 columns, width 2¼″.
Feature pages: Thursday: Radio; Tuesday: Motor; Wednesday: Aviation; Friday: Ladies; and Saturday: Building & Engineering.

HONGKONG SZE PAO WAN KAN (The Hongkong Times Evening Edition) (香港時報晚刊)
Established May, 1923.
Published every evening in the Chinese language except Sundays.
Circulation: 8,000, of which 60% is circulated locally and 40% is sent to outports.
Number of pages: 2 sheets, 4 pages to each sheet.
Size of type-page: 15½″ × 20″.
Number and size of columns: 8 columns in a page, each column measuring 15½″ × 2½″.

HONGKONG TELEGRAPH
Established 1860.
Published every evening in the English language.
Circulation: 3,365.
Number of pages: 12.
Size of type-page: 15¾″ × 20″.
Number and size of columns: 7, width 2¼″.

KUNG SHEONG WAN PAO (Industrial and Commercial Evening Press) (工商晚報)
Established November, 1930.
Published every evening in the Chinese language including Sundays.
Circulation: 32,000.
Number of pages: 2 sheets of 4 pages.
Size of type-page: 15½″ × 21″.
Number and size of columns: 8 columns in a page, each column measuring 15½″ × 2½″.

KUNG SHEONG YAT PAO (The Industrial and Commercial Daily Press) (工商日報)
Established July, 1925.
Published every morning in the Chinese language except Sundays.
Circulation: 9,200.
Number of pages: 4 sheets, 4 pages to each sheet.
Size of type-page: 15½″ × 21″.
Number and size of columns: 8 columns in a page, each column measuring 15½″ × 2½″.

NAM CHUNG PO, (The South China Press) (南中報)
Established July, 1927.
Published every morning in the Chinese language including Sundays.
Circulation: 20,000.
Number of pages: 2 sheets of 4 pages each sheet.
Size of type-page: 15″ × 21″.
Number and size of columns: 8 columns in a page, each column measuring 15″ × 2½″.

NAM CHUNG PO WAN KAN (The South China Press Evening Edition) (南中報晚刊)
Established January, 1927.
Published every evening in the Chinese language including Sundays.
Circulation: 12,000, of which 95% is circulated locally and 5% is sent to outports.
Size of type-page: 15″ × 21¼″.
Number and size of columns: 8 columns in a page, each column measuring 15″ × 2½″.

NAM KEUNG YAT PO (The Southern Strength Daily News) (南強日報)
Established June, 1928.
Published every morning in the Chinese language including Sundays.

Circulation: 8,000, of which 22% is circulated locally and 78% is sent to outports.
Number of pages: 4 sheets, 4 pages to each sheet.
Size of type-page: 15" × 21".
Number and size of columns: 8 columns in a page, each column measuring 15" × 2½".

NAM WAH YAT PO (South China Daily News) (南華日報)
Established February, 1930.
Published every morning in the Chinese language except Sundays.
Circulation: 8,000, of which 40% is circulated locally and 60% is sent to outports.
Number of pages: 4 sheets of 4 pages each.
Size of type-page: 16" × 21".
Number and size of columns: 8 columns in a page, each column measuring 16" × 2½".

SOUTH CHINA MORNING POST
Established 1902.
Published every morning in the English language.
Circulation: 5,132.
Number of pages: 22.
Size of type-page: 15¾" × 20".
Number and size of columns: 7, width 2¼".

SOUTH CHINA SUNDAY STAR
Published every Sunday in the English language.
Number of pages: 24.
Size of type-page: 14¼" × 9¼".
Number and size of columns: 4, width 2¾".

TAI KWANG PAO (The Great Light News) (大光報)
Established Feb. 1913.
Published daily.
Number of pages: 16 pages, 8 columns, 16" × 2½".
Circulation: 9,000.
Supplements: Oct. 10th, New Year, etc.

WAH KIU YAT PO (The Overseas Chinese Daily News) (華僑日報)
Established June, 1925.
Published every morning in the Chinese language except Sundays.
Circulation: 52,000, of which 70% is circulated locally and 30% is sent to outports.
Number of pages: 4 sheets, 4 pages to each sheet.
Size of type-page: 15½" × 21".
Number and size of columns: 8 columns in a page, each column measuring 15½ × 2½".
Feature pages: Engineering Page every Saturday, Native Products Supplement every Wednesday.

WAH TZE YAT PAO (Chinese Mail) (華字日報)
Established 1863.
Language: Chinese.
Published every morning.
Circulation: 15,000; 40% outport, 60% local.
Number of pages: 16.
Size of pages: 15½" × 20".
Number of columns: 8.
Size of column: 15½" × 2½".
Supplement: Sunday Supplement.
Publishers' Remarks: 3 different colours can be printed.

PERIODICALS

"CHOP STICKS"
Established 1931.
Published monthly in the English language.
Circulation: 1,500, of which 80% is circulated locally and 20% is sent to outports.
Number of pages: 60 pages.
Size of type-page: width 7", length 9½".
Number and size of columns: 2 columns, width 3¼".

DIRECTORY AND CHRONICLE OF THE FAR EAST
Established 1862.
Published annually in the English language.
Number of pages: over 2,000 pages.
Size of type-page: width 5", length 8".
Number and size of columns: 2 columns, width 2½".

HONGKONG SUNDAY HERALD
Established 1924.
Published every Sunday in the English language.
Circulation: 6,000; 95% outport, 5% local.
Number of pages: 20-30.
Size of type-page: 16¼" × 20".
Number & size of columns: 7; width of column 2¼".

HONGKONG WEEKLY PRESS AND CHINA OVERLAND TRADE REPORT
Established 1857
Published weekly in the English language by the Hongkong Weekly Press & China Overland Trade Report.
Number of pages: 36 pages.
Size of type-page: width 7", length 12".
Number and size of columns: 3 columns, width of column 2¼".

HU-CHIAO THREE-DAY PRESS (The Pepper) (Supplement of the South China Daily News) (胡椒三日刊)
Established 1929.
Published on Wednesdays and Saturdays in the Chinese language.
Circulation: 20,000, of which 50% is circulated locally and 50% is sent to outports.
Number of pages: 4 pages.
Size of type-page: 9¼" × 14".
Number and size of columns: 6 columns, each measuring 9¼" × 2¼".

KING SING (The Golden Star) (金星)
Established November, 1929.
Published every Thursday in the Chinese language.
Circulation: 6,000, of which 45% is circulated locally and 55% is sent to outports.
Number of pages: 8 pages.
Size of type-page: 9¼" × 14¼".
Number and size of columns: 6 columns, each measuring 9¼" × 2⅜".

KUNG KAO PO (Christian News) (公教報)
Established August, 1928.
Published every month in the Chinese language.
Circulation: 8,500, of which 63% is circulated locally and 37% is sent to outports.
Number of pages: 2 sheets, 4 pages to each sheet.
Size of type-page: 19" × 13¾".
Number and size of columns: 7, each measuring 19" × 1¾".

TAN HAI TUNG CHOW KAN (The "Searchlight" Weekly) (探海燈週刊)
Established November, 1921.
Published every Saturday in the Chinese language by the Hongkong Times.
Circulation: 45,000, of which 60% is circulated locally and 40% is sent to outports.

TIH YU CHOW PAO (The Athletic Weekly) (體育週報)
Established October, 1928.
Published every Saturday in the Chinese language.
Circulation: 7,000, of which 70 is is circulated locally and 30% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 9½" × 14".
Number and size of columns: 6 columns, each measuring 9½" × 2¼".

MACAO (澳門) is a Portuguese colony on the mainland of China, 35 miles from Hongkong, with a population of 878,000. Here is a good place for ships to seek refuge at the mouth of the Pearl River. The Portuguese came here as early as the year 1557 in the Ming Dynasty. In 1887, an agreement was reached with the Manchu Government so that the Portuguese were given the exclusive right to rule over this place, the total area of which is four square miles only.

MACAO SHIH PAO (Macao Times) (澳門時報)
Established 1930.
Published every morning in the Chinese language including Sundays.
Circulation: 5,000, of which 70% is circulated locally and 30% is sent to outports.
Number of pages: 2 sheets, 4 pages to each sheet.
Size of type-page: 13¾" × 19".

MIN SUN JIH PAO (People's Livelihood) (民生日報)

Language: Chinese.

Established January, 1930.

Published every day except Sundays.

Circulation: 1,000; 60% outport, 40% local.

Number of pages: 2 and a half pages.

Number of columns: 4.

Size of page: 12″ × 13.5″.

SIN SHENG YAT PAO (New Voice Daily News) (新聲日報)

Established March, 1927.

Published daily.

Circulation: 2,000.

Number of pages: 8½.

Size of page: 14″ × 19½″.

Supplements: Oct. 10 and New Year.

KWEICHOW PROVINCE

KWEICHOW is a plateau sloping toward the Yangtze, averaging 6,000 feet high in the south and 2,500 in the north. It has an area of 67,182 square miles and a population of 11,291,261.

The northern boundary is formed by Szechwan and on the north-west Szechwan and Yunnan take an equal share of the frontier; the latter province also makes up the whole of the western boundary. Hunan is adjacent to Kweichow on the eastern side and Kwangsi is on the south and also forms a small portion of the south-eastern boundary.

The climate of Kweichow is very damp especially in the lower regions adjoining Hunan and Kwangsi. Changes of temperature are rapid and from October to February peculiar foggy conditions prevail. But the end of December is often quite pleasant and a good month for travel in the Province. The altitude prevents excessive summer heat.

All the roads converge to the central city, Kweiyang, the capital of the Province. Since not only is there a lack of navigable rivers, but railways have not yet been built, communication is difficult. Stone-paved roads are numerous; until recently, all travel and transportation of freight was by man-power or pack-animals. In recent years, several new motor roads have been constructed and buses have been running between important cities.

Kweichow is said to be the poorest agricultural province in China. The only large plain lies in the vicinity of Kweiyang. Maize or Indian corn and buckwheat are grown in quantities. Next in importance are tobacco, bamboo, wheat, oats, sugar, hemp, and beans. There are rich forests; timber, wood oils, and varnish are exported.

The mining possibilities of Kweichow are thought to be of great wealth. Coal and iron are plentiful. The richest quicksilver mines in the world are waiting to be developed. Silver, copper, antimony, zinc, nickel, asbestos, mica, sulphur, and marble are also found.

This is one of the few of China's provinces that have no treaty port and no consular representatives of any country resident at any of its cities.

MAP OF CHINA SHOWING POSITION OF **KWEICHOW** PROVINCE

AREA: *67,182 square miles.*

POPULATION: *11,291,261.*

IMPORTANT CITIES: *Chihshui, Kweiyang.*

CHIHSHUI (赤水) is a northern city on the Chih Shui, or Red Water, bordering on Szechwan.

MIN TSE (People's Rule) (民治)
Established October, 1930.
Published every three days in the Chinese language.
Circulation: 400, of which 32% is circulated locally and 68% is sent to outports. Subscribed mostly by associations and schools.

KWEIYANG (貴陽) capital of the Province, is situated in the centre of Kweichow in a basin-shaped plain lying 3,700 feet above sea-level. Roads meet at Kweiyang from all parts of the Province. An arsenal is established in the city, which is partially illuminated by electricity. Recently the main streets of the city have been widened and modernized.

MIN CHUNG DAILY NEWS (民衆日報)
Established June, 1929.
Published every morning in the Chinese language including Sundays.
Circulation: 3,000, of which 74% is circulated locally and 26% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 13½" × 19½".
Number and size of columns: 10 columns in a page, each column measuring 13½" × 1⅞".

Publishers' Remarks: This publication is one of the most widely circulated paper in Kweichow. It supports the viewpoint of the masses and is popular with the public.

SIN CHIEN JIH PAO (The New Kweichow Daily Press) (新黔日報)
Established June, 1927.
Published every morning in the Chinese language including Sundays.
Circulation: 3,500, of which 40% is circulated locally and 60% is sent to outports.
Number of pages: 2 sheets of 4 pages each sheet.
Size of type-page: 13" × 18½".
Number and size of columns: 10 columns in a page, each column measuring 13" × 1¾".
Feature pages: daily supplements.

MANCHURIA

MANCHURIA is made up of three provinces, namely, Liaoning, Heilungkiang and Kirin. The total area is 363,700 square miles. Most of the northern boundary is formed by the Amur River which divides Siberia from Manchuria in the north-west. The River Argun forms the international boundary between the two countries. Jehol and Hopei Provinces are on the western boundary. To the south-east is Siberia, and to the south is the sea.

The climate of Manchuria is greatly influenced by the Mongolian desert. In winter it is very cold and the season generally lasts for nearly six months; along the banks of the Amur River very low temperatures have been recorded. The air is dry, and the climate is very bracing and healthy in winter.

The Liao River is navigable for nearly two hundred miles for small native crafts, but in winter it is frozen over. The Yalu River is navigable for ocean liners for some thirty miles; large native junks can ascend 350 miles up the river and small craft still higher. The Sungari River is navigable up to Kirin. 1,500 miles of the Amur River are navigable. The Ussuri River is used by boats as far as Lake Hanka.

Liaoning is supplied with roads, and Kirin is not too badly off, but communication in Heilunkiang is poor. All the larger cities of Manchuria have good roads, but there is still a lack of highways connecting the large towns.

The main lines of communication in Manchuria are as follows:

1. The South Manchuria Railway, one of the most important lines of this vast territory. It has two main lines: the Dairen-Mukden line and the Antung-Mukden line.

2. The Chinese Eastern Railway. Its southern terminus is Changchun, from whence it runs to Harbin, where the main line crosses the country from Manchuli in the north-west to Suifenho on the eastern boundary. At Manchuli connection is made with the Trans-Siberian Railway and at Suifenho with the Ussuri Railway to Vladivostok.

3. The Peiping-Mukden Railway crosses the frontier at Shanhaikwan.

Other railways are the Taonan-Anganchi Railway, Taonan-Sulun Railway, Kirin-Mukden Railway, Ssupingkai-Taonan Railway, Kirin-Changchun Railway, Kirin-Tunghua Railway, and the Tienpaoshan-Tumenkiang Railway. The Tunghua-

MAP OF CHINA SHOWING POSITION

OF **MANCHURIA**

AREA: *363,700 square miles.*

POPULATION: *24,040,819.*

IMPORTANT CITIES: *Changchun, Dairen, Harbin, Mukden.*

Tumen Railway was opened to traffic on June 8, 1933, thus making a through communication between Changchun and the coast near Vladivostok.

The plains and valleys of Manchuria are rich agricultural lands which have been developed with the growth of the railway system. Manchuria's principal crop is the soya bean, which is responsible for its great prosperity in recent years. Other important crops are wheat, millet, kaoliang, indigo, flax, tobacco, ginseng, hemp, sesamum, sugar beets, barley, corn, oats, peas, vegetables and fruits.

Live-stock breeding was one of the oldest of Manchurian interests. Horses and ponies are still bred in large numbers, especially in the western regions. Other domestic animals are sheep, hogs, cattle, mules and donkeys.

Dairen is the chief bean-oil producing city in Manchuria. The distilling of a native spirit from kaoliang is an important industry and is chiefly carried on in Kirin. Several breweries and vodka distilleries are established, the main centre being at Harbin. Flour mills have been established and the main centres are at Harbin and Changchun. The tobacco industry is fostered by large tobacco concerns of China; factories are established at several of the larger cities, Mukden being the chief centre. The spinning and weaving industry is old and has been carried on in the farming homesteads for centuries. Wool and camel hair is principally exported in the raw state.

Several different minerals are found but the two largest mines are of coal and iron. The coal deposits of Manchuria are estimated at 1,700,000,000 tons; the two largest beds are at Fushun and Yentai. Most of the iron mines are found in Liaoning; the deposits are estimated at 400,000,000 tons and the two important mines are at Penshiu and Anshan. In Kirin exist several gold mines. The manufacture of salt is a large industry, especially in the southern coastal ports of Manchuria.

Consular representatives of foreign countries are resident at the following ports:—

Antung — France and Japan; Dairen — America, Finland, France, Great Britain, Netherlands and Sweden; Mukden — America, France, Germany, Great Britain and Japan; Harbin — America, Belgium, Denmark, Esthonia, France, Germany, Great Britain, Italy, Japan, Latvia, Netherlands, Poland and Portugal; Newchwang — France, Great Brtiain, Japan, Netherlands and Norway. The Liaotung peninsula is administered by the Kwantung Government.

CHANGCHUN (長春) on March 9, 1932, was proclaimed to be the capital of the so-called Manchukuo state and its name has been changed to Hsinking, meaning the "New Capital." The city is chiefly engaged in a busy exporting trade in furs, beans, and tobacco. These products are exported to the outside world through the ports of Newchwang (Yingkow) and Dairen. The city is in an important position, being at the northern terminus of the South Manchurian Railway and at the southern terminus of the Chinese Eastern Railway.

DAH DONG PAO (The Utopia Press) (大同報)
Language: Chinese.
Established 1913.
Published daily.
Circulation: 51,000; 90% outport, 10% local.
Number of pages: 4.
Number of columns: 13.
Size of column: 1 3/10" × 13".
Remarks: A pictorial supplement is issued regularly.

DAIREN (大連) lies on the South Manchurian Railway and is on the Liaotung Peninsula in Kwantung Territory. It is the best treaty port in Manchuria and is ice-free during the winter. Under the Japanese, the skeleton of the city commenced by the Russians has developed into one of the most modern and well-managed ports of the Far East, being only second to Shanghai. In spite of adverse conditions during the last few years, the import and export trade has been making headway; good roads run through the city, which is furnished with electricity, electric trams, gas, telephones and is connected with Japan both by regular steamers and by a weekly air service. Dairen is the principal soya bean centre of Manchukuo. Many mills have been established for crushing purposes and for turning out bean products which are exported to all parts of the world.

KWANTUNG PAO (Kwantung Press) (關東報)
Established July, 1918.
Language: Chinese.
Published daily.
Circulation: 50,000; 80% outports, 20% local.
Number of pages: 2 sheets of 4 pages each.
Size of page: 15" × 19½".
Number of columns: 12.
Size of column: 15" × 1 10/16".

MAN CHOU PAO (Manchuria News) (滿洲報)
Published daily in the Chinese language including Sundays.
Circulation: 55,000, of which 13,000 is circulated to local subscribers and 42,000 to outports.
Number of pages: 2 sheets, 4 pages to each sheet.
Size of type-page: 15" × 20".
Number and size of columns: each page contains 12 columns and each column measures 15" × 1¾".

MANSHU NIPPO (滿洲日報)
Published every morning in the Japanese language including Sundays.
Circulation: 99,500.
Number of pages: 3 sheets, 4 pages to each sheet.
Size of type-page: 15" × 20¼".
Number and size of columns: each page contains 13 columns, and each column measures 15" × 1½".

TAI TUNG JIH PAO (Tai-tung Daily News) (泰東日報)
Published daily in the Chinese language including Sundays.
Circulation: 33,000; 45% local, 55% outport.
Number of pages: 2 sheets, 4 pages to each sheet. Each page contains 12 columns, and each column measures 4.9" × 1.6".
Size of type-page: 4.9" × 19.2".

HARBIN (哈爾濱) on the northern frontier of Kirin and situated on the right bank of the Sungari River, is an important northern commercial city. The city is composed of different expanded settlements and is the railway centre of North Manchuria. There is still a large riverine trade carried on in the summer months. The Government of Manchukuo has decided to electrify the whole of the country and for this purpose sixty companies are to be formed with a capital of one hundred million dollars. Harbin is to be the chief northern electrical distribution centre and Fushun the centre in the south. Electric trams run in the city and flour mills and bean factories are in operation.

BIN KIANG SZE PAO (Pinkiang Times) (濱江時報)
Established March, 1920.
Published every morning in the Chinese language including Sundays.
Circulation: 5,000, of which 50% is circulated locally and 50% is sent to outports.
Number of pages: 2 sheets of 4 pages each sheet.
Size of type-page: 13½" × 20".
Number and size of columns: 10 columns in a page, each column measuring 13½" × 2".
Feature page: every Monday.

KUO TSI HSIEH PAO (The International) (國際協報)
Established July, 1918.
Published every morning in the Chinese language including Sundays.
Circulation: 12,000, of which 70% is circulated locally and 30% is sent to outports.
Number of pages: 2 sheets of 4 pages each.
Size of type-page: 14" × 20".
Number and size of columns: 10 columns to a page, each column measuring 14" × 2".
Feature pages: Children's Page every Tuesday, Literature and Arts Page every Thursday, and Movie Page every Saturday.
Publishers' Remarks: This paper is the largest publication in the city of Harbin. It is a very extensively circulated paper and its value as an advertising medium is great.

SHANG PAO WAN KAN (Evening Issue of Commercial News) (商報晚刊)
Established 1932.
Language: Chinese.
Published daily.
Circulation: 3,000.
Number of pages: 1 sheet of 8 pages.
Size of page: 14 × 9 2/3 inches.
Number of columns: 7.
Size of column: 2 × 9 2/3 inches.
Setting facilities: Good.

HARBIN OBSERVER (哈爾濱英文大光報)
Established since 1924.
Published every evening except Sundays, in the English language.
Circulation: 1,000-1,500.
Number of pages: 4-8.
Size of type-page: 11½" × 15½".
Number and size of columns: 5—width 2¼".
Feature pages: Automobiles on Wednesday; Sports on Saturday.

RUPOR
Established 1921.
Published every evening in the Russian language.
Circulation: 6,000 daily.
Number of pages: 6-8.
Size of type-page: 15¾" × 21".
Number and size of columns: 9-2".

PERIODICALS

CHUNG TUNG LU CHIN TSI YUEH KAN (The Economic Monthly of Chinese Eastern Railway) (中東路經濟月刊)
Established March, 1925.
Published every month in the Chinese language.

Circulation: 1,900, of which 55% is circulated locally and 45% is sent to outports.

SZE CHENG YUEH KAN (Municipal Bulletin) (市政月刊)
Established 1931.
Published monthly in the Chinese language.
Circulation: 1,200, of which 80% is circulated locally and 20% is sent to outports.

MUKDEN (奉天) is the capital of Liaoning Province. The city is one of the largest and most prosperous in Manchuria, being the headquarters of the South Manchurian Railway, which has many other commercial concerns besides that of the railway company. The city was one of the strongholds of the Russians during the Russo-Japanese War, and eventually surrendered to the Japanese after the most decisive battle of the war had been fought outside the city. There are several interesting historical remains in the city which attest to the former greatness of the Manchus. Mukden lies at an important junction of five railways and is the chief centre of the tobacco industry of Manchuria. Factories are established for the spinning and weaving of hemp, silk and cotton. Mukden, now a modern city, is equipped with electric trams and lights; the streets are kept in good condition, and an aerodrome now serves this busy centre.

MIN PAO (The People's Press) (民報)
Established Sept. 1921.
Language: Chinese.
Published daily.
Circulation: 50,000; 90% outport, 10% local.
Number of pages: 8.
Number and size of columns: 12; 14″ × 1 1/16″

SHENG KING SHIH PAO (Mukden Times) (盛京時報)
Published daily in the Chinese language including Sundays.
Circulation: 80,000 copies.
Number of pages: 2 sheets, 4 pages to each sheet.
Size of type-page: 14½″ × 20¼″.
Number and size of columns: 12 columns, each column measuring 14½″ × 1.7″.

TUNG SAN SING MIN PAO (People's Press of the Three Eastern Provinces) (東三省民報)
Published daily in the Chinese language, including Sundays.
Circulation: 50,000 copies; 30% local, 70% outport.
Number of pages: 2 sheets, 4 pages to each sheet.
Size of type-page: 14″ × 19¾″.
Number and size of columns: each page contains 12 columns, each column measuring 14″ × 1¾″.

NEWCHWANG (牛莊) opened to foreign trade in 1864, was the first treaty port and for many years the only port of Manchuria. There are two separate cities of Newchwang: Old Newchwang and Newchwang itself, now called Yingkow. The river freezes over during the winter and navigation is suspended from December to March. Schemes have been proposed for keeping the port opened longer by using ice-breakers. The principal exports of the port are beans, jute, bean-oil, salt, peas, sesamum seed, and coal. There is quite a large fishing industry.

YING SHANG JIH PAO (Yinkow Commercial Daily News)
(營商日報)

Published every morning in the Chinese language except Mondays.

Circulation: 5,200 copies, of which 60% is circulated locally and 40% is sent to outports.

Number of pages: 1 and a half sheets; each sheet contains 4 pages.

Size of type-page: 13″ × 18½″.

Number and size of columns: 6 columns to each page, each column measuring 13″ × 3″.

SIMPSON'S AGENCIES

ADVERTISING AND PUBLICITY AGENTS

We acceut advertisements for insertion in all newspapers and periodicals in any language in Harbin or North Manchuria. Translations undertaken from English into Russian, Chinese or Japanese and vice versa; accuracy guaranteed as done by experts.

Advertisements for Street Hoarding, Railway Stations, Tramcars and Autobuses placed on advantageous terms.

Having our own printing works we undertake the printing of Placards, Pamphlets, Leaflets, etc., and translation into any language.

Established since 1924 we have expert knowledge of local conditions and close connections where any publicity is required.

Terms on Application

ADVERTISING & PUBLICITY DEPARTMENT

SIMPSON'S AGENCIES

16 Birjevaya Street, Harbin.

NINGHSIA PROVINCE

NINGHSIA was formerly a part of Kansu, but it has recently been divided from Kansu and formed into a separate province. It has only a history of six years.

From the southern corner to the north-western corner the adjoining province is Kansu; the northern boundary is formed by Mongolia and the eastern by Suiyuan.

Ninghsia has an area of 77,900 square miles, and its population is 1,450,000, having a density of only 21 per square mile.

All through the winter the country is snow and ice bound, and cold winds blow down from Mongolia. It is however, hot in summer and temperatures of over 105 degrees are often recorded. Ninghsia is not quite so warm in summer as Kansu.

The province is both a mountainous and desert country, in which there is no river suitable for navigation, and no railway has yet been built. A proposed line is from Paotow to Ninghsia, capital of the province.

Being so mountainous and unsuitable for agricultural development, the farming interests of the people of Ninghsia are similar to those of Kansu, that is, negligible.

In Ninghsia the mining possibilities have not yet been properly exploited even though coal and iron deposits are known to exist in fairly large quantities.

NINGHSIA (寧夏) is the only city of any size in Ninghsia Province, of which it is the capital. It is close to the Hwang-ho and badly situated on a large plateau, as it is liable to be flooded by this river. It possesses a gateway through the Great Wall and was badly sacked during one of the Mohammedan insurrections. Ninghsia is virtually an oasis in the Alashan desert, and has been created by one of the oldest and most remarkable irrigation systems in China. The main canals leading water from the Yellow River have been functioning for hundreds of years.

SIN NING JIH PAO (New Ninghsia Daily News) (新寧日報)

Established 1930.

Published every day in the Chinese language including Sundays.

Circulation: 400, of which 50% is circulated locally and 50% is sent to outports.

Number of pages: 1 sheet of 2 pages.

Size of type-page: 5″ × 10″.

Number and size of columns: 5 columns in a page, each column measuring 5″ × 2″.

MAP OF CHINA SHOWING POSITION OF **NINGHSIA** PROVINCE

AREA: *77,900 square miles.*

POPULATION: *1,450,000.*

IMPORTANT CITY: *Ninghsia.*

MAP OF CHINA SHOWING POSITION

OF **SHANSI** PROVINCE

AREA: *81,853 square miles.*

POPULATION: *12,153,127.*

IMPORTANT CITIES: *Taiyuan, Tatung.*

SHANSI PROVINCE

SHANSI is a mountainous province, with an area of 81,853 square miles. To the north and north-west are the provinces of Chahar and Suiyuan, separated from Shansi by the Great Wall; to the west and south, across the Yellow River, are the provinces of Shensi and Honan; to the east is the province of Hopei, also bounded by a branch of the Great Wall.

Shansi has a population of 12,153,127, thus making 149 persons per square mile. Taiyuan is its provincial capital. The climate is both cold and dry.

The Fen-ho is navigable for flat-bottomed barges from the Hwang-ho to Kiangchow. The Hwang-ho is only navigable in certain parts.

Besides motor roads connecting all principal towns in the Province, there are two railways. The Peiping-Suiyuan Railway enters the north-east of the Province and runs to Tatung, from whence it turns northwards on its way to Paotow in Suiyuan. The Cheng-Tai Railway runs from Taiyuan to Shihchiachwang in Hopei, where it connects with the Peiping-Hankow Railway.

The valleys have a rich *loess* soil, but the uncertain rainfall and difficulties of irrigation make farming difficult. The best grapes in China come from Shansi. Wheat, millet, kaoliang, beans, buckwheat and rice form the staple foods of the natives.

The southern third of Shansi, a plateau averaging 3,000 feet high, is a vast coal field. At present 2,500,000 tons of coal are mined each year. The immeasurable supplies of excellent coal and of iron ore should make southern Shansi a great iron and steel centre in the future. Gold, nickle, petroleum, and marble are other mineral products.

LUAN (潞安) is in the centre of the Province. It is rounded by high mountains.

LUAN MIN PAO (Luan People's News) (潞安民報)
Established July, 1931.
Published every three days in the Chinese language.
Circulation: 850, of which 60% is circulated locally and 40% is sent to outports. Read by school teachers and business people.

TAIKU (太谷) is in the center of the province. It is connected by a highway with Yutze, which is on the Cheng-Tai Railway.

TAIKU SIN CHI PAO (Taiku Weekly) (太谷星期報)
Established April, 1919.
Published weekly in the Chinese language.
Circulation: 630, of which 40% is circulated locally and 60% is sent to outports. Read by the intellectual and business people.
Number of pages: 3 sheets—6 pages.
Size of type-page: 11″ × 13″.
Number and size of columns: 3 columns, each measuring 11″ × 4½″.

TAIYUAN (太原) the capital of the Province, has a population of 230,000. The city is situated in a fertile plain, which is surrounded by mountain ranges. The provincial government offices, the Shansi University and several banks are within the city walls. North is a large plateau of great mineral wealth, where coal, iron and sulphur are mined and transported to the capital by ox-carts; from thence these minerals are sent by rail to different parts of China. At one time Taiyuan was important as the manufacturing centre of iron weapons.

CHINYANG JIH PAO (Chinyang Daily News) (晉陽日報)
Established 1906.
Published daily in the Chinese language including Sundays.
Circulation: 5,000, of which 40% is circulated locally and 60% is sent to outports.
Number of pages: 2 sheets, 4 pages to each sheet.
Size of type-page: 14″ × 20″.
Number and size of columns: 10 columns in a page, each column measuring 14″ × 2″.
Publishers' Remarks: This publication was established by well-known people of the province and is not connected in any way with politics. Its news reports have been fast and accurate since its inauguration. Its policy has always been just and impartial and it has won the confidence of the public.

CHUNG PAO (The Central Press) (中報)
Established April, 1933.
Published every morning in the Chinese language including Sundays.
Circulation: 5,000.
Number of pages: 4.
Size of type-page: 14″ × 19¾″.
Number and size of columns: 10 columns, each column measuring 14″ × 2″.

DONG CHUNG (The Young Bell) (童鐘)
Established March, 1932.
Language: Chinese.
Published daily.
Circulation: 1,500; 70% outport, 30% local.
Number of pages: 8 pages to a sheet.
Number of columns: 4.

PINGCHOW SIN PAO (Pingchow News) (井州新報)
Established August, 1917.
Published daily in the Chinese language including Sundays.
Circulation: 2,000.

SHANSI JIH PAO (Shansi Daily News) (山西日報)
Established June, 1917.
Published every morning in the Chinese language including Sundays.
Circulation: 5,500, of which 30% is circulated locally and 70% is sent to outports.
Number of pages: 1 and a half sheets—6 pages.
Size of type-page: 14½″ × 19½″.
Number and size of columns: 10 columns, each measuring 14½″ × 2″.

TAIYUAN HWA WEN WAN PAO (Taiyuan Evening News) (太原華聞晚報)
Established November, 1931.
Published daily in the Chinese language.

Circulation: 3,000.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 9¼" × 13".
Number and size of columns: 8 columns, each measuring 9¼" × 1⅝".

PERIODICALS

MING SING PAO (Bright Star Paper) (明星報)
Established March, 1932.
Language: Chinese.
Published weekly.
Circulation: 9,400; 90% outport, 10% local.
Number of pages: 1 sheet of 2 pages.
Size of page: 6.4" × 9".
Number of columns: 8.
Size of column: 6.4" × 1⅛".
Publishers' Remarks: Entirely for children.

MING SING WEN YI PAO (Bright Star Literary Digest) (明星文藝報)
Established October, 1931.
Published daily in the Chinese language.
Circulation: 5,200.
Number of pages: 1 sheet of 2 pages.

SHANSI CHIAO YU KUNG PAO (The Shansi Educational Gazette) (山西教育公報)
Established January, 1918.
Published weekly in the Chinese language.
Circulation: 2,200. Read by educationalists and students.
Number of pages: 20.
Number and size of columns: 1 column.
Size of type-page: 5¾" × 8".

SHIAO HSUEH CHIAO YU (The Primary School Education) (小學教育)
Established 1925.
Published monthly in the Chinese language by the Shansi Educational Bureau.
Circulation: 17,000.
Number of pages: 60.
Size of type-page: 5¾" × 3½".
Number and size of columns: 1 column.

YEE HSUEH TSA CHI (The Chinese Medical Magazine) (醫學雜誌)
Established June, 1921.
Published every two months in the Chinese language.
Circulation: 500, of which 20% is circulated locally and 80% is sent to outports.
Number of pages: 84.
Size of type-page: 8" × 5½".
Number and size of columns: 1 column.

SHANTUNG PROVINCE

SHANTUNG is one of China's coastal provinces. The north and north-west is bounded by Hopei; the east by the Yellow Sea; Kiangsu and Honan form its southern and south-western boundaries.

Shantung has a population of 34,375,849, in an area of 55,984 square miles. The density of population is therefore 614 to the square mile.

The climate is hot, but pleasant and healthy. During the month of July fogs frequently occur on the coast, and the rainy season begins. There is usually a heavy snowfall in winter.

Roads are few and rivers are mostly not navigable for large craft. The only waterway of importance is the Grand Canal, passing through the province from north to south in the western part of the Province.

The two railways which serve as the important means of communication in Shantung are the Tientsin-Pukow Railway and the Shantung Railway.

The soil is very fertile and land is extensively cultivated, especially in the southern part towards the Kiangsu border. The chief crops are wheat, cotton, kaoliang, beans, tobacco, peanuts, and hemp. The annual peanut crop is nearly 4,000,000 piculs. The Shantung cabbage is considered a delicacy.

Cattle and sheep raising are very important industries, as are the weaving of silk and pongee, straw braid, and hair nets. The export of hides and bristles is large. Shantung raises 25,000,000 pigs each year, and exports about 250,000 piculs of beef annually. Wine is made from grapes grown in the Chefoo area.

The best deposits of coal mines are situated along the Shantung Railway. Gold is the second mineral in importance. Iron, copper, lead, gypsum, galena and mica are all known to be in existence, but are not mined to any extent. Marble and soapstone quarries are in the Laichow district.

So far as foreign trade is concerned, Chefoo, Tsinan, and Tsingtao are considered to be the three main centres in Shantung. Tsinan, as the provincial capital and the railway centre, is now a flourishing foreign trade city. Being situated on the sea coast and connected with the Shantung Railway, Tsingtao now commands the majority of foreign trade, but Chefoo has gradually lost its importance as a trade centre since the building of the Shantung Railway. Most of the countries have a representative resident at these three places.

MAP OF CHINA SHOWING POSITION OF **SHANTUNG** PROVINCE

AREA: *55,984 square miles.*

POPULATION: *34,375,849.*

IMPORTANT CITIES: *Chefoo, Tsinan, Tsingtao.*

CHEFOO (之罘) is a treaty port that was opened to foreign trade in 1863. Foreigners are permitted to reside in the city though no special settlement has been granted. The Municipal Council includes both Chinese and foreigners. The name of the port is Yentai. Chefoo is actually on the opposite side of the bay to Yentai, but the name of Chefoo has now been adopted for the port. Chefoo originally held the monopoly in the exportation of silk, but with the building of the Shantung railway by the Germans, the port lost its premier position. The silk filatures of the city relied on the importation of silk cocoons from Manchuria, as the supply of cocoons in Shantung itself could not meet the demand. Manchuria has now established her own silk filatures in Antung, and consumes its own supply of cocoons. This has been a serious set-back to the silk merchants of Chefoo and has brought about the emigration of thousands of Shantung men annually to Manchuria, who usually return to their Province in winter. Chefoo is now a large emigration port. Beet sugar refining mills and beer brewing are now her principal industries.

CHEFOO DAILY NEWS
Established 1915.
Published daily except Mondays in the English language by James McMullan & Co., Ltd., Chefoo.
Circulation: 240 copies daily.
Number of pages: 12.
Number of type-page: 13½″ × 8½″.
Number and size of columns: 3 columns each page, width of col. 16 em.

CHEFOO JIH PAO (Chefoo Daily Press) (之罘日報)
Established 1910.
Published daily in the Chinese language including Sundays.
Circulation: 1,700, of which 60% is circulated locally and 40% is sent to outports.
Number of pages: 2 sheets of 4 pages each sheet.
Size of type-page: 14½″ × 19″.
Number and size of columns: 6 columns to a page, each column measuring 14½″ × 3¼″.

CHIAO TUNG WAN PAO (East Shantung News) (膠東卍報)
Established September, 1932.
Published every morning in the Chinese language including Sundays.
Circulation: 3,000, of which 40% is circulated locally and 60% is sent to outports.
Number of pages: 2 sheets of 4 pages each sheet.
Size of type-page: 14½″ × 20″.
Number and size of columns: 10 column, each measuring 14½″ × 2″.

CHUNG SHENG PAO (Bell Sound Press) (鐘聲報)
Language: Chinese.
Established Dec. 1912.
Published daily.
Circulation: 2,000; 40% outport, 60% local.
Number of pages: 4.
Number of columns: 10.
Size of column: 14″ × 2″.
Publishers' Remarks: Every Monday only 2 pages issued.

TUNG HAI JIH PAO (East Sea Daily Press) (東海日報)
Established July, 1932.
Published every morning in the Chinese language except Mondays.
Circulation: 5,500, of which 25% is circulated locally and 75% is sent to outports.
Number of pages: 2 sheets, 2 pages to a sheet.
Size of type-page: 14″ × 19¼″.
Number and size of columns: 10 columns a page, each column measuring 14″ × 2″.

TSAOHSIEN (曹縣) is a northestern city bordering on Kiangsu Province, with motor roads and high ways to connect with all important neighbouring cities.

SIN TSAO HSIEN (The New Tsaohsien) (新曹縣)
Established March, 1928.
Published every Saturday in the Chinese language by the Kuomintang Party.
Circulation: 1,000, of which 55% is circulated locally and 45% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 8¾" × 13".
Number and size of columns: 3 columns, each measuring 8¾" × 4⅜".

TSINAN (濟南) is the provincial capital, with a large population of 433,898, and is situated three and a half miles from the Hwangho to the north and Taishan to the south. The city owed its importance to its being at the junction of two main waterways, the Hwangho and the Grand Canal. The contruction of the Tientsin-Pukow Railway supplanted water communication, but Tsinan retains its importance as a trading centre as it lies on the Tientsin-Pukow railway and is also the terminus of the Shantung railway; the former was completed in 1912 and the latter in 1904. Tsinan, from 1122 to 249 B.C., was the capital of the Principalities of Chi and Lu. During the Ming Dynasty it rose to fame as an important political centre and first became the capital of the Province. In 1904, Tsinan was opened to foreign trade, an area being set aside for foreign residence, known as Shangpu, which means the Trading Quarter, and is situated outside the walls of the native city. Chufu, the birthplace of Confucius, is to the south of the city. The larger industries of Tsinan are the manufacture of tussah and pongee silk; dyeing and weaving works; an arsenal, which manufactures munitions, wrought and cast iron and copper plate articles. Electricity is supplied by a power company. Tsinan has an aerodrome.

CHEN KWANG PAO (The Morning Light) (晨光報)
Established October, 1928.
Published daily in the Chinese language including Sundays.
Circulation: 3,000, of which 50% is circulated locally and 50% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 13½" × 19½".
Number and size of columns: 10 columns to a page, each column measuring 13½" × 1.9".
Feature pages:
Art Page every Monday.
Rainbow Page every Sunday.
Silver Star Page every Thursday.

CHEN PAO (The Truth) (誠報)
Established June, 1931.
Published daily in the Chinese language including Sundays.
Circulation: 10,000, of which 35% is circulated locally and 65% is sent to outports.
Number of pages: 1 and a half sheets, 6 pages.
Size of type-page: 14" × 20".
Number and size of columns: 10 columns a page, each column measuring 14" × 2".

LIH SHIA SIN WAN (The Tsinan News) (歷下新聞)
Established Feb. 1931.
Published every morning in the Chinese language.

Circulation: 800.
Number of pages: 6 pages.
Size of type-page: 14″ × 20″.

MIN KUO JIH PAO (Republican Daily News) (民國日報)
Published every morning in the Chinese language including Sundays.
Circulation: 2,000.
Number of pages: 2 sheets of 4 pages each sheet.
Size of type-page: 14″ × 19½″.
Number and size of columns: 10 columns, each column measuring 14″ × 1.95″.

PING MIN JIH PAO (The Common People's Daily News) (平民日報)
Established April, 1921.
Published every morning in the Chinese language including Sundays.
Circulation: 4,600, of which 30% is circulated locally and 70% is sent to outports.
Number of pages: 2 sheets of 2 pages each sheet.
Size of type-page: 14″ × 18″.
Number and size of columns: 5 columns to a page, each column measuring 14″ × 3.6″.
Publishers' Remarks: This is a privately owned establishment, the oldest and the pioneer publication in this city. It leads all others in contents and circulation.

SHANTUNG JIH PAO (The Shantung Daily News) (山東日報)
Established August, 1932.
Published every morning in the Chinese language.
Circulation: 800.
Number of pages: 2 sheets of 4 pages to a sheet.
Size of type-page: 14″ × 19½″.
Number and size of columns: 10 columns, each column measuring 14″ × 1.95″.

TSINAN JIH PAO (Tsinan Daily News) (濟南日報)
Established August, 1917.
Published every morning in the Chinese language including Sundays.
Circulation: 1,000.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 14″ × 19½″.
Number and size of columns: 10 columns to a page, each measuring 14″ × 2″.

TUNG SHU JIH PAO (The Simple Language Daily) (通俗日報)
Established June, 1917.
Published daily in the Chinese language including Sundays.
Circulation: 3,500, of which 65% is circulated locally and 35% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 14″ × 19½″.
Number and size of columns: 10 columns to a page, each column measuring 14″ × 2″.

PERIODICAL

TSINAN CHING NIEN (The Tsinan Young Men) (濟南青年)
Established January, 1927.
Published monthly in the Chinese language.
Circulation: 1,400, of which 80% is circulated locally and 20% is sent to outports. All are distributed free of charge.
Number of pages: 6.
Size of type-page: 5½″ × 7½″.
Number and size of columns: 2 columns, each measuring 5½″ × 4″.

TSINGCHENG (青城) is a northern city standing on the eastern bank of the Yellow River. It is of some trading importance.

MIN SHENG CHOW PAO (The People's Voice Weekly) (民聲週報)
Established October, 1931.
Published every Monday in the Chinese language.
Circulation: 400, of which 50% is circulated locally and 50% is sent to outports.

TSINGTAO (青島) a treaty port, is one of the finest cities in the Far East. When the Germans seized Kiaochow Bay in 1898, Tsingtao was included in the leased territory. Under German administration a well laid out city was built, the name of the city being taken from the island within the bay. On the outbreak of the Great War, Japan after declaring war on Germany, took Tsingtao by force of arms, but returned the territory to China in 1922. The city is divided into five sections (1) Administrative quarter, former German quarter; (2) Commercial quarter of the Chinese and Japanese; (3) Foreign trade quarter, all the large foreign business houses are situated here; (4) The new town quarter, which was built by the Japanese during their occupation and contains the offices of all the Japanese banks and shipping firms; (5) The summer residence quarter, which is in the finest and healthiest position. Good sea bathing, beautiful parks and a race-course are some of its many attractions. The port is made up of two harbours, the Great Harbour and the Small Harbour; the former has accommodation for ocean liners and a railway line connects it with the Shantung Railway; the latter is used by junks and has a pier. Its industries include a brewery, refrigerating plant, bone-meal fertiliser factory, railway repair shop, spinning mills, silk filatures, flour mills and salt works. Its population is 448,187.

CHIAO TSI JIH PAO (Chiaochow-Tsinan Daily News) (膠濟日報)
Language: Chinese.
Established June, 1931.
Circulation: 1,500; 60% outport, 40% local.
Number of pages: 8.
Number of columns: 12.

CHUNG HWA PAO (The China News) (中華報)
Established July, 1926.
Published every morning in the Chinese language including Sundays.
Circulation: 1,960, of which 70% is circulated locally and 30% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 14″ × 20″.
Number and size of columns: 10 columns to a page, each column measuring 14″ × 1.3″.

DAH CHUNG JIH PAO (Great China Daily News) (大中日報)
Published every morning in the Chinese language including Sundays.
Circulation: 480.
Number of pages: 2 pages.
Size of type-page: 13½″ × 20″.
Number and size of columns: 5 columns in a page, each column measuring 13½″ × 4″.

HAN WEN CHENG PAO (The Chinese Language Righteous News) (漢文正報)
Established November, 1928.
Published every morning in the Chinese language including Sundays.
Circulation: 970.
Number of pages: 2 and a half sheets of 4 pages to a sheet.
Size of type-page: 14¼″ × 20″.
Number and size of columns: 12 columns in a page, each column measuring 14¼″ × 1.7″.

SIN TSINGTAO PAO (New Tsingtao Press) (新青島報)
Language: Chinese.
Established October, 1930.
Published daily.
Circulation: 2,860; 57% outport, 43% local.
Number of pages: 2 sheets.
Size of page: 13″ × 19″.

Publishers' Remarks: One big extra is published on every memorial day. The paper wishes to publish a pictorial supplement every Sunday commencing with its third anniversary date.

TA TSINGTAO PAO (The Great Tsingtao News) (大青島報)
Established January, 1915.
Published every morning in the Chinese language including Sundays.
Circulation: 4,500.
Number of pages: 2 sheets of 4 pages each.
Size of type-page: 15″ × 20″.
Number and size of columns: 6 columns to a page, each column measuring 15″ × 3-1/3″.
Publishers' Remarks: Although it is a morning issue, it is published and sold in the afternoon of the preceeding day.

TSINGTAO CHIAO AU TUNG SIN JIH PAO (Chiao-au Daily News) (青島膠澳通信日報)
Language: Chinese.
Established January, 1924.
Published daily in the Chinese language.
Circulation: 2,800, 30% outport, 70% local.
Number of pages: 8.
Size of page: 12″ × 16″.
Number of columns: 8.
Size of column: 12″ × 2″.
Publishers' Remarks: Being highly interesting, it has found great popularity among the middle and lower classes of people in Tsingtao.

TSINGTAO JIH PAO (Tsingtao Daily News) (青島日報)
Published every morning in the Chinese language including Sundays.
Circulation: 2,500, of which 75% is circulated locally and 25% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 14½″ × 20″.
Number and size of columns: 12 columns, each measuring 14½″ × 1¾″.

TSINGTAO KWAI PAO (The Tsingtao Express) (青島快報)
Established August, 1929.
Published daily in the Chinese language except Sundays.
Circulation: 35,000, of which 70% is circulated locally and 30% is sent to outports.
Number of pages: 1 sheet of 2 pages.
Size of type-page: 8¾″ × 15″.
Number and size of columns: 6 columns to a page, each column measuring 8¾″ × 2½″.

TSINGTAO MIN PAO (Tsingtao People's News) (青島民報)
Established February, 1930.
Published every morning in the Chinese language including Sundays.
Circulation: 3,500, of which 60% is circulated locally and 40 % is sent to outports.
Number of pages: 2 sheets of 2 pages each sheet.
Size of type-page: 14″ × 19½″.
Number and size of columns: 10 columns in a page, each column measuring 14″ × 2″.
Feature pages:
National Goods Page every Thursday.
Children's Page every Wednesday.

TSINGTAO SHIH PAO (Tsingtao Times) (青島時報)
Established September, 1924.
Published every morning in the Chinese language including Sundays.
Circulation: 3,680.
Number of pages: 3 sheets of 4 pages each.
Size of type-page: 14½″ × 20″.
Number and size of columns: 6 columns in a page, each column measuring 14½″ × 3.3″.
Feature pages:
Children's Page every Wednesday.
Sports Page every Saturday.
Silver Bell Supplement every Monday.
Publishers' Remarks: This publication has adopted the most modern method of printing and editing. Special correspondents are engaged throughout all im-

portant cities. Its news reports are accurate and fast and its policy is impartial and just. It leads all other publications in Tsingtao.

TSINGTAO SHIMPO (Tsingtao New Press) (青島新報)

Established January, 1915.

Published every morning and evening in the Japanese language including Sundays.

Circulation: 6,500, of which 60% is circulated locally and 40% is sent to outports.

Number of pages: 2 sheets, 4 pages to each sheet.

Size of type-page: 15″ × 20″.

Number and size of columns: 12 columns to a page, each column measuring 15″ × 1.7″.

Publishers' Remarks: This publication is for the development of the people's culture. It publishes twice daily, once in the morning and once in the afternoon. Occasionally it issues feature pages. It has special correspondents in many important cities thoroughout China and abroad. It is equipped with the latest rolling machinery and can print 20,000 copies in an hour. It uses mats and is fully equipped with all necessary machinery for the printing of newspapers.

濟南平民日報

PING MIN JIH PAO

TSINAN

Established since 1921, it is now the largest privately-owned Chinese newspaper in the Province of Shantung.

It holds an unbiased policy and leads all other publications in the district in circulation.

MAP OF CHINA SHOWING POSITION

OF **SHENSI** PROVINCE

AREA: *75,290 square miles.*

POPULATION: *17,222,571.*

IMPORTANT CITY: *Sian.*

SHENSI PROVINCE

SHENSI covering an area of 75,290 square miles was the early home of the Chinese race. The population is 17,222,571, the density being 228 per square mile.

Shensi is surrounded by seven provinces. The Great Wall divides the Province from Suiyuan in the north; in the west are Ninghsia and Kansu; Szechwan and Hupeh form the southern boundary, and Honan and Shansi are the neighbouring provinces in the east.

Subject to fierce dust storms in the winter and rain storms in the summer, the northern section is both dry and cold, whereas the climate in the south is more moist and becomes extremely hot in summer.

As this province has no railways, roads and rivers are the only means of transportation. Important roads from Kansu, Shansi, Honan, Hupeh and Szechwan all terminate at Sian, provincial capital of the Province. Running from Yulin to Sian is a good road, by which wool, hides and other products from Suiyuan Province are brought down. The Wei-ho is navigable for barges of shallow draft.

Shensi is a high, loess-covered plateau with lofty mountain ranges. In the river valleys, where irrigation is possible, such as the Wei-ho and Han-kiang, splendid crops are raised. Elsewhere, due to lack of rain, a fair harvest is gathered only once in three years. The principal crops are cotton, wheat, vegetables, millet, hemp, fruit, tiny oil and trees, from which gum, resin, and varnish are obtained.

There are many flocks of sheep and herds of cattle, and by improving the stock, ranching can be made very profitable even in the dry lands.

Difficulty of transportation has prevented the development of Shensi's rich coal and iron fields. Sulphur is mined and petroleum is found near Yenchang. Gold, nickel, marble, and salt are other minerals found in the Province.

SIAN (西安) the name of which has been recently changed back to Changan, its ancient one, is situated on a great plain some ten or twelve miles south of the Wei-ho and is the capital of the province. Historically, Sian is of great interest. From 206-605 A.D. the city was known by its present name, Changan, and was the capital of the Chinese Empire. Under

the Tang Dynasty (618-919 A.D.) the city was prosperous and known as Siking. The walls that surround Sian are thirty feet high, and were built by Hungwu, the founder of the Ming Dynasty (1368-1662 A.D.). The watch towers built at intervals along the walls, were completed a hundred and fifty years later. Like most Chinese cities, Sian had its Chinese and Tartar cities divided by an inner wall, but the Tartar city was completely destroyed in 1911 and all its inhabitants were massacred. In a temple known as the Peiling, south of the city, is a collection of over one thousand tablets, called the Forest of Stones. On some of these tablets the history of the city has been inscribed. The most famous stone is the Nestorian Tablet dated 781 A. D., which records the entry of the Nestorian Christians from Western Asia into Sian. To-day the city is important as a trading centre and as the junction of several main roads. When the extension of the Lung-Hai Railway is built, the city should open up as a manufacturing and tourist centre.

SI PEH WEN HWA JIH PAO (Northwest Culture Daily News) (西北文化日報)

Established January, 1930.

Published every morning in the Chinese language including Sundays.

Circulation: 6,700, of which 30% is circulated locally and 70% is sent to outports.

Number of pages: 1 and half sheets —6 pages.

Size of type-page: 13¼″ × 19″.

Number and size of columns: 8 columns in a page, each measuring 13¼″ × 2⅜″.

Publishers' Remarks: This publication adopts the most modern way of editing. It specially concentrates on reports of the Northwestern border. It gives full description of the economic conditions in that territory.

SIAN JIH PAO (Sian Daily News) (西安日報)

Established October, 1930.

Published every morning in the Chinese language including Sundays.

Circulation: 3,800, of which 48% is circulated locally and 60% is sent to outports.

Number of pages: 1 and half sheets, 6 pages.

Size of type-page: 14″ × 19″.

Number and size of columns: 4 columns to the page, each column measuring 14″ × 4.8″.

Publishers' Remarks: This paper is the leading publication in Northwest China. Its news reports are accurate and fast. It has the largest circulation in Sian.

SIN CHIN JIH PAO (The New Shensi Daily News) (新秦日報)

Established October, 1921.

Published every morning in the Chinese language including Sundays.

Circulation: 6,200, of which 40% is circulated locally and 60% is sent to outports.

Number of pages: 1 and half sheets, 6 pages.

Size of type-page: 13½″ × 19″.

Number and size of columns: 8 columns in a page, each column measuring 13½″ × 2.4″.

Feature pages:
Hwei Wen Monthly.
Children's Page every Sunday.
Young People's Literature and Arts Page every Monday.

Publishers' Remarks: The accuracy of its reports and the fine quality of printing together with its long standing make this paper the best advertising medium in Northwest China. The nation is now paying attention to the development of North-

west China and this publication furnishes good material. It has sales agents at all important cities.

PERIODICAL

CHIEN SHEH CHOU KAN (Construction Weekly Publication)
(建設週刊)

Established April, 1929.

Published every week in the Chinese language by the Construction Bureau of Shensi Province.

Circulation: 300, of which 30% is circulated locally and 70% is sent to outports.

Number of pages: 27.

Size of type-page: 5″ × 8″.

Number and size of columns: 1 column.

Publishers' Remarks: This publication is not for sale; it circulates among all government offices with which it has connections.

Read the 新 秦 日 報

SIN CHIN JIH PAO

Established 1921

(The New Shensi Daily News)

"Go to the Northwest!" say the Government officials who are directing the attention of the people to the development of the northwestern provinces with Shensi as the center.

Read the NEW SHENSI DAILY NEWS, the authority on subjects of Northwest China. Its circulation is nationwide, covering all the northwestern provinces.

Subscription Rate: Mex.$1.00 per month.

ADVERTISING RATES UPON APPLICATION.

SIN CHIN JIH PAO

Chungshan Road, Sian, Shensi, China

SUIYUAN PROVINCE

SUIYUAN was formerly the western part of Inner Mongolia. Its north is bounded by Outer Mongolia; on the east is Chahar; its southern boundary is formed by the two provinces of Shansi and Shensi, with the Great Wall as the border line; Ninghsia is the neighbouring province in the west. Kweisui is the provincial capital.

The famous Gobi Desert, about half a mile above sea level, covers part of its northern section. The climate is one of extremes and rather dry.

The Peiping-Suiyuan Railway runs as far west as Paotow, which is situated on the northern bank of the Hwang-ho, and is one of the most important trading centres in China's Great Northwest. This railway will finally be extended to Ninghsia, capital of Ninghsia Province, serving as an outlet for Mongolian products, such as oxen, sheep, wool, camel hair, and skins of wild animals.

The Hwang-ho, or Yellow River, runs through the Province like a sharp curse, thus rendering the adjoining land remarkably fertile and productive.

Mongols consider live stock to be their only important property; large herds of cattle, sheep, camels and horses are found in the surrounding steppes. The average Mongolian family is said to own fifty sheep, twenty-five horses, fifteen cattle and ten camels.

The Mongols are famous horsemen. They are all Buddhists of the "Yellow" church.

Being attracted by the great fertility of the land, Chinese immigrants are increasing in numbers and wealth year by year.

The mineral wealth of Mongolia is unexplored, but coal, silver, and graphite have been found.

KWEISUI (歸綏) is a trading market of prime importance in the south of Suiyuan. It is on the Peiping-Suiyuan Railway. Besides, it has a number of trade routes extending into Outer Mongolia, and southward to the Great Wall and the Hwang-ho. The surrounding steppes serve as pasturage for large herds of cattle, sheep, camels and horses.

MAP OF CHINA SHOWING POSITION

OF **SUIYUAN** PROVINCE

AREA: *105,000 square miles.*

POPULATION: *825,000.*

IMPORTANT CITIES: *Kweisui, Paotow.*

SUIYUAN MIN KUO JIH PAO (Suiyuan Republican Daily News) (綏遠民國日報)

Established 1927.

Published daily in the Chinese language.

Circulation: 1,500, of which 50% is circulated locally and 50% is sent to outports.

Number of pages: 1 sheet of 4 pages.

Size of type-page: 14″ × 19½″.

Number and size of columns: 11 columns, each measuring 14″ × 1¾″.

SUIYUAN SHIEH HWEI JIH PAO (Suiyuan Social Daily News) (綏遠社會日報)

Established October, 1928.

Published daily in the Chinese language by the Suiyuan Social Bureau.

Circulation: 1,000, of which 40% is circulated locally and 60% is sent to outports.

Number of pages: 1 sheet of 4 pages.

Number of columns: 6.

Size of column: 10″ × 2¼″.

SZECHWAN PROVINCE

SZECHWAN is a mountainous and hilly province, with an area of 166,000 square miles, double the size of the United Kingdom. There is no official census of the poulation; the estimated figure is about 48,000,000.

It is bounded on the north by Kansu and Shensi; to the east a mountain range divides off Szechwan from Hupeh and Hunan; the Yangtze only forms a fraction of the southern boundary between the Province and Yunnan. The new Province of Sikong lies to the west of Szechwan.

In spite of the dangerous gorges of the Yangtze regular steamer service is maintained on the River, which serves as the main arterial road of the Province. The Shanghai-Chungking return trip can be made in seven or eight days.

The majority of the roads of Szechwan are paved with flagstones, excellent for transport by man and pack animals especially in rainy weather. One important motor road connects Chungking with Chengtu, capital of the Province.

Chungking is the terminus of the air route from Shanghai by way of Hankow. A service twice a week on Wednesdays and Saturdays links these two cities together on the upper Yangtze.

The soil is so fertile that any crop grown in China can be raised here with success. Rice, the staple food of the natives, is cultivated and sugar is extensively grown. Tea and silk are the most important products of the Province. Among other agricultural products are tobacco, cotton, hemp, ramie, vegetable tallow, rhubarb, indigo, beans, wheat and cereals, medicinal plants, and fruits.

Szechwan is very rich in mineral wealth. Coal, copper, silver, gold, petroleum, antimony, lead, zinc, sulphur, saltpeter, gypsum, nitrates, jade, mica, and asbestos all exist in paying quantities, but none of them are extensively mined.

The following countries have consular representatives established at Chungking: America, France, Germany, Great Britain and Japan.

MAP OF CHINA SHOWING POSITION OF **SZECHWAN** PROVINCE

AREA: *166,000 square miles.*

POPULATION: *48,000,000.*

IMPORTANT CITIES: *Chengtu, Chungking, Wanhsien.*

CHENGTU (成都) the capital of the Province, is in a fertile plain, where rice, silk, china grass (ramie), groundnuts, and tobacco are the principal crops. The Chengtu Plain is well irrigated; the system employed is said to be 2,000 years old. In the southwest section of the city stands the old palace quarter, where the Emperors of the Minor Han Dynasty resided. The palace walls are now in ruins and there is little left to remind one of the historical past of the city. Its reputation as the home of literary men and statesmen is due to Chu Ko-liang and Tu Tzu-mei; the former was a statesman who assisted Liu Pi in the restoration of the Han Dynasty, and the latter was a patriotic poet of the eighth century. In Chengtu are the residental quarters of the Governor of the Province.

CHENGTU KUO MIN JIH PAO (The Chengtu Republican Daily News) (成都國民日報)
Established April, 1928.
Published daily in the Chinese language including Sundays.
Circulation: 5,000.
Number of pages: 2 sheets of 4 pages each.
Size of type-page: 15″ × 19″.
Number and size of columns: 10 columns, each measuring 15″ × 1⅞″.

CHENGTU MIN TSZE JIH PAO (Chengtu Clarifying Facts Paper) (成都明是日報)
Established Oct., 1921.
Language: Chinese.
Published daily.
Circulation: 5,000; 80% outport, 20% local.
Number of pages: 4.
Number of columns: 7.
Size of column: 9″ × 1¾″.
Supplement: Min Tsze Monthly.

CHUEN PAO JIH KAN (Szechwan Daily News) (川報日刊)
Established October, 1912.
Published every morning in the Chinese language including Sundays.
Circulation: 20,000, of which 30% is circulated locally and 70% is sent to outports.
Number of pages: 3 sheets, 4 pages to each sheet.
Size of type-page: 19″ × 14″.
Number and size of columns: 10 columns, each measuring 14″ × 1.9″.
Feature pages:
Supplement every Monday.
Supplementary edition every evening.
Publishers' Remarks: After amalgamation and reorganization, the circulation of this paper has grown rapidly. It publishes also an evening edition.

CHUEN PAO WAN KAN (Szechwan Evening News) (川報晚刊)
Established January, 1931.
Published every evening in the Chinese language including Sundays.
Circulation: 15,000, of which 60% is circulated locally and 40% is sent to outports.
Number of pages: 1 sheet.
Number and size of columns: 8.
Publishers' Remarks: This publication is the supplementary edition of the Szechwan Daily News which also publishes a weekly edition called the Chuen Pao Weekly.

SIN SIN SIN WEN (Sin Sin Daily News) (新新新聞)
Established Sept. 1929.
Language: Chinese.
Published daily.
Circulation: 5,700; 30% outport, 70% local.
Number of pages: 8.
Size of page: 13″ × 9½″.
Supplement on all national memorial days in the year.
Publishers' Remarks: Owing to civil war, paper supplies are scarce, so a reduction from 8 to 6 pages has been made for the time being.

CHUNGKING (重慶) another name for Bahsien, lies at the confluence of the Kialing River and the Yangtze, 1,400 miles from Shanghai. The port was opened to foreign trade in March, 1891. It is a large commercial city, now the most important trade emporium of Western China; its first rise to importance was as a salt exporting port. Besides serving as the exporting port for Szechwan Province it is also used for exporting goods via the provinces of Kweichow, Chinghai and southern Kansu. The city is surrounded by a hundred foot wall. The junk traffic that passes through the port is enormous, as Chungking is the entrepot for junks coming from inner Szechwan and from the adjoining provinces of Hupeh, Hunan, Yunnan, and Kweichow. Part of the city is now electrified. Flour mills are established in the city and there are several other local industries. There is a difference of 100 feet between the average maximum and minimum levels of the Yangtze at this city.

CHIA LING KIANG JIH PAO (Chia Ling River Daily News) (嘉陵江日報)
Established March, 1928.
Published daily in the Chinese language including Sundays.
Circulaion: 500, of which 20% is circulated locally and 80% is sent to outports.
Number of pages: 2 pages.
Size of type-page: 8″ × 11″.
Number and size of columns: 2 columns to a page, each column measuring 8″ × 5½″.

CHUNGKING SHANG WU JIH PAO (The Chungking Commercial Daily News) (重慶商務日報)
Established April, 1914.
Published daily in the Chinese language.
Circulation: 7,000, of which 50% is circulated locally and 50% is sent to outports.
Number of pages: 3 sheets, 4 pages to each sheet.
Size of type-page: 13½″ × 19¼″.
Number and size of columns: 10 columns to a page, each column measuring 13½″ × 2″.

CHUNGKING WAN PAO SHIEH (The Chungking Evening News) (重慶晚報社)
Established October, 1928.
Published every evening in the Chinese language including Sundays.
Circulation: 5,000, of which 80% is circulated locally and 20% is sent to outports.
Number of pages: 2 pages.
Size of type-page: 8″ × 13″.
Number and size of columns: 4 columns to a page, each column measuring 8″ × 2″.
Publishers' Remarks: This publication is the oldest evening paper in Chungking; it leads all other daily and evening papers in circulation in Chungking.

SIN MIN JIH PAO (New People Daily News) (新民日報)
Established Aug., 1927.
Language: Chinese.
Published daily.
Circulation 2,400; 60% outport, 40% local.
Number of pages: 8 pages.
Number of columns: 8.

SI-NAN SHIH PAO (The Southwestern Times) (西南時報)
Established August, 1932.
Published daily in the Chinese language including Sundays.
Circulation: 2,000.
Number of pages: 2 sheets, 4 pages to each sheet.
Size of type-page: 14″ × 19½″.
Number and size of columns: 12 columns to a page, each column measuring 14″ × 1⅝.
Publishers' Remarks: The aim of this paper is the development and prosperity of the Southwest.

TA SHENG JIH PAO (The Loud Voice Daily) (大聲日報)
Established Sept. 1930.
Language: Chinese.
Published daily.
Circulation: 1,900; 45% outport, 55% local.
Number of pages: 4.
Size of page: 15½" × 20".
Number of columns: 8.
Size of column: 15½" × 2½".

TSI CHUEN KUNG PAO (Tsi Chuen Gazette) (濟川公報)
Established Jan. 1931.
Language: Chinese.
Published daily.
Circulation: 4,500; 70% outport, 30% local.
Number of pages: 2 sheets.
Size of type-page: 13½" × 20".
Number and size of columns: 12 columns, each measuring 13½" × 1.65".

PERIODICALS

CHUEN YIEN TE KAN (Szechwan Salt Special Issue) (川鹽特刊)
Established 1931.
Language: Chinese.
Published monthly.
Circulation: 500; 60% outport, 40% local.
Number of pages: 160.
Number of columns: 8.

CHUNGKING CHING NIEN (The Chungking Young Men) (重慶青年)
Established October, 1921.
Published monthly in the Chinese language by the Chungking Y.M.C.A.
Circulation: 1,800, of which 70% is circulated locally and 30% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 6½" × 9".
Number and size of columns: 4 columns in a page, each column measuring 9" × 2".

HSINFAN (新繁) about 27 miles north of Chengtu, is in a fertile plain, well-watered. Rice is its chief produce.

FAN SHENG SHUN KAN (Fan Sheng Ten-day Publication) (繁聲旬刊)
Established September, 1928.
Published every ten days in the Chinese language by the Kuomintang Party.
Circulation: 300, of which 60% is circulated locally and 40% is sent to outports. Not for sale.

PENGAN (蓬安) lies to the west of Kialing Kiang—a city of some importance.

PENGAN THREE-DAY PUBLICATION (蓬安三日刊)
Established May, 1932.
Published every 3 days in the Chinese language.
Circulation: 700, of which 75% is circulated locally and 25% is sent to outports.
Number of pages: 2 sheets of 4 pages.
Size of type-page: 9" × 12½".
Number and size of columns: 6 columns in a page; each column measures 9" × 2".

SANTAI (三台) is in the middle of the province, standing on the left bank of the Fu-kiang.

SIN CHUEN SI-PEH JIH PAO (The New Szechwan & Northwest Daily News) (新川西北日報)
Established 1930.
Published daily in the Chinese language.
Circulation: 5,000.

PERIODICALS

HSUEN LIAN CHOW KAN (Training Weekly) (訓練週刊)
Established 1932.
Published weekly in the Chinese language.
Circulation: 2,500.

SHANG TSE CHOW KAN (Strong Will Weekly) (尚志週刊)
Established 1932.
Published weekly in the Chinese language.
Circulation: 4,000.

TUAN WU BAN YUEH KAN (Regiment Affairs Semi-monthly) (團務半月刊)
Established 1932.
Published semi-monthly in the Chinese language.
Circulation: 2,000.

SHWANGLIU (雙流) 20 miles southwest of Chengtu, is also on the table-land which is 2,000 square miles in area.

SHWANGLIU JIH KAN (Shwangliu Daily News) (雙流日刊)
Established October, 1931.
Published daily in the Chinese language.
Circulation: 300, of which 50% is circulated locally and 50% is sent to outports.
Number of pages: 3 sheets of 3 pages.
Size of type-page: 20″ × 12″.
Number and size of columns: 3, each measuring 20″ × 4″.

TACHU (大竹) is a market town of some importance in the eastern part of the mountainous region. A highway runs east and west to connect the neighbouring important cities.

TACHU HSIEN CHENG CHOW KAN SHIEH (Tachu District Administration Weekly) (大竹縣政週刊社)
Established May, 1930.
Published weekly in the Chinese language by the Tachu District Government.
Circulation: 800, of which 70% is circulated locally and 30% is sent to outports. Not for sale.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 8½″ × 13″.
Number and size of columns: 8 columns in a page, each column measuring 8½″ × 1⅝″.

TIENKIANG (墊江) lies to the west of the Kao Tai Ho, or High Bank River, a tributary stream of the Yangtze.

TIENKIANG HSIEN CHOW KAN (Tienkiang Weekly) (墊江縣週刊)
Established August, 1929.
Published weekly in the Chinese language.
Circulation: 600, of which 20% is circulated locally and 80% is sent to outports.
Number of pages: 2 sheets of 4 pages.
Size of type-page: 9″ × 13″.
Number and size of columns: 3 columns in a page, each column measuring 9″ × 4¼″.

WANHSIEN (萬縣) is the first great river port in Szechwan, above the Yangtze gorges.

WANHSIEN JIH PAO (Wanhsien Daily News) (萬縣日報)
Established 1931.
Published daily.
Circulation: 800.
Number of pages: 4.
Size of type-page: 13″ × 18″.
Number of columns: 8.

MAP OF CHINA SHOWING POSITION
OF **YUNNAN** PROVINCE

AREA: *108,000 square miles.*

POPULATION: *11,020,591.*

IMPORTANT CITY: *Kunming.*

YUNNAN PROVINCE

THE vast, mountainous table-land of Yunnan slopes from an elevation of 15,000 feet in the northwest to 5,000 feet in the south. It has an extensive area of 108,000 square miles, with a population of 11,020,591.

Burma forms the western frontier; south of the Province is the Province of Tongking of French Indo-China; Kwangsi and Kweichow are the two provinces on the eastern frontier and the upper Yangtze, known as the Chinsha here, divides Yunnan from Szechwan and Tibet in the north.

Yunnan enjoys almost constant sunshine, in contrast to the dampness and fogs of Szechwan. This province being situated in the high lands the climate is dry and the winds are strong.

Kunming, the capital, is the hub of all trade routes. A road runs to Tali, where it branches into separate roads leading to Mandalay. A north road goes to Szechwan Province and the northeastern to Kweiyang in Kweichow Province, passing through the mountainous country.

The Yunnan Railway, starting from Haiphong on the coast of the Gulf of Tongking, enters the Province at Laokay and connects the capital, covering a distance of 300 miles. This is the important means of transportation in the Province.

In spite of the dryness of the climate, many streams make irrigation possible for farming. In the northwest there are valuable forests and much grazing land; the chief crops are wheat, corn, and barley. Elsewhere in Yunnan rice, millet, corn, beans, and tobacco are the chief crops; cotton, sugar, camphor, hemp, rape, sesamum, and tea are also grown.

The mineral wealth is great. There is an abundance of coal but no demand for it as yet. Iron is mined in every district. Yunnan is one of the richest copper districts in the world. Five groups of mines in the Tungchuan area have been worked under government supervision for two hundred years. Gold is found in the river beds; silver is mined in many places. The Kochin tin mines near Mengtsz supply four and one half per cent of the world's tin. Quicksilver, antimony, zinc, and orpiment are also mined.

The following have representatives stationed at Kunming: America, consul; France, consul and vice-consul; Great Britain, consul.

KUNMING (昆明) its old name being Yunnanfu, situated on a fertile plain, is the capital of the Province. The city consists of two parts. The inner city is surrounded by a wall and with the growth of importance of the city an outer city has been built outside the city walls. The foreign settlement is in the southern suburb of the outer city, and came into existence with the opening of the Yunnan Railway. Kunming has witnessed several Mohammedan rebellions, and during the Mohammedan war (1856-72) the city withstood three sieges, and these troubles depopulated the city. An aviation military college, government offices, schools and a wireless station are established here. Peaches grown in the district are noted for their fine flavour.

SHE HWEI SIN PAO (The Society News) (社會新報)
Established November, 1916.
Published every morning in the Chinese language except Sundays.
Circulation: 3,000.
Number of pages: 1 and a half sheets—6 pages.
Size of type-page: 12½" × 20".
Number and size of columns: 6 columns, each column measuring 12½" × 3 1|3"

SI NAN JIH PAO (Southwest Daily News) (西南日報)
Established November, 1921.
Published every morning in the Chinese language except Mondays.
Circulation: 5,000, of which 50% is circulated locally and 50% is sent to outports.
Number of pages: 2 sheets, 4 pages to each sheet.
Size of type-page: 14" × 19½".
Number and size of columns: 8 columns in a page, each column measuring 14" × 2.4".
Publishers' Remarks: This publication is circulated throughout Indo-China and the South Sea Islands, and is the leading paper in Yunnan Province.

YEE SHENG JIH PAO (Heroic Voice Daily Press) (義聲日報)
Established May, 1912.
Published every morning in the Chinese language including Sundays.
Circulation: 6,500, of which 70% is circulated locally and 30% is sent to outports.
Number of pages: 1 sheet of 4 pages.
Size of type-page: 13" × 20".
Number and size of columns: 5 columns in a page, each column measuring 13" × 4".
Publishers' Remarks: This publication supports the principles of Dr. Sun Yat-sen. Its news are accurate and fast and its circulation is very extensive.

YUNNAN MIN SUN JIH PAO (Yunnan People's Livelihood Daily) (雲南民生日報)
Established Dec. 1929.
Language: Chinese.
Published daily except Sundays.
Circulation 3,000; 70% outport, 30% local.
Number of pages: one sheet of 4 pages.
Number of columns: 4.

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SUPPLEMENTARY LIST

CHEKIANG PROVINCE

HANGCHOW

CHEKIANG SHANG PAO (浙江商報)
Established 1921.
Published every morning in the Chinese language.
Circulation: 5,000.
No. of pages: 12-14.
Size of type-page: 14″ × 19½″.
No. and size of columns: 12 cols. width 14″ length 1⅝″.

TUNG NAN JIH PAO (東南日報)
(Reorganized from the former Min Kuo Yat Pao)
Established 1927.
Published every morning in the Chinese language.
Circulation: 12,000.
No. of pages: 16.
Size of type-page: 14½″ × 20″.
No. and size of columns: 12 cols. width 14½″, length 1-11/16″.

WENCHOW

SIN AU CHAO PAO (新甌朝報)
Established 1930.
Published every morning in the Chinese language.
Circulation: 1,000.
No. of pages: 4-6.
Size of type-page: 14″ × 20″.
No. and size of columns: 8 cols. width 14″, length 2½″.

FUKIEN PROVINCE

AMOY

WAH KIU YAT PAO (Overseas Chinese Daily News) (華僑日報)
Established 1932.
Published every morning in the Chinese language.
Circulation: 3,000, 70% local and 30% outports.
No. of pages: 12.
Size of type-page: 13½″ × 20″.
No. and size of columns: 12 cols. width 13½″, length 1⅝″.

FOOCHOW

FUKIEN MIN PAO (福建民報)
(Reorganized from the former Min Kuo Jih Pao).
Established 1926.
Published every morning in the Chinese language.
Circulation: 4,000, 45% local and 55% outports.
No. of pages: 12.
Size of type-page: 14″ × 19½″.
No. and size of columns: 12 cols. width 14″, length 1⅝″.

KIU SZE YAT PAO (求是日報)
Established Feb. 1912.
Published every morning in the Chinese language, excepting Mondays.
Circulation: 2,500, 80% local and 20% outports.
No. of pages: 8.
Size of type-page: 14½″ × 19½″.
No. and size of columns: 10 cols. width 14½″, length 1-15/16″.

HOPEI PROVINCE

PEIPING

LE JOURNAL DE PEKIN
Published every morning in the French language.
Circulation: 660, 40% local and 60% in Tientsin and outports.
No. of pages: 4-6.
Size of type-page: 13½″ × 20″.
No. and size of columns: 5 cols. width 2¾″.

SOCIAL WELFARE (益世報)
Established 1915.
Published every morning in the Chinese language.
Circulation: 10,000, 30% local and 70% outports.
No of pages: 12.
Size of type-page: 14″ × 20″.
No. and size of columns: 12 cols. width 14″, length 1-11/16″.

TIENTSIN

DEUTSCH-CHINESICHE NACHRICHTEN (德華日報)
(German and Chinese News)
Established 1931.
Published every morning in the German language, excepting Mondays.
Circulation: 800, 60% local and 40% outports.
No. of pages: 6-8 daily, 8-12 Sundays.
Size of type-page: 12″ × 18″.

No. and size of columns: 3 cols. width 4″.

NASHA ZARIA

Published every morning in the Russian language, excepting Mondays.
Circulation: 1,000, 90% local and 10% outports.
No. of pages: 8-10 daily, 8-12 Sundays.
Size of type-page: 14″ × 20″.
No. and size of columns: 7 cols. width 2″.

NORTH CHINA DAILY MAIL (Hwa Pei Yueh Pao)

Published every evening in the English language, excepting Sundays.
Circulation: 700, local.
No. of pages: 6-8.
Size of type-page: 13½″ × 20.
No. and size of columns: 6 cols. width 2¼″.

NORTH CHINA STAR (Hwa Pei Ming Shing Pao) (華北明星)

Established 1918.
Published every morning in the English language, including Sundays.
Circulation: 3,180, 70% local and 30% outports.
No. of pages: 16-20 pages daily, 20-24 pages on Sundays.
Size of type-page: 14″ × 20.″
No. and size of columns: 7 cols. width 2″.

HUNAN PROVINCE

CHANGSHA

HUNAN MIN KUO YAT PAO (湖南民國日報)

(Reorganized from Chung San Yat Pao)

Established July, 1929.
Published every morning in the Chinese language.
Circulation: 5,000.
No. of Pages: 10.
Size of type-page: 13½″ × 19½″.
No. and size of columns: 10 cols. width 13½″, length 1.95″.

KIANGSI PROVINCE

NANCHANG

KUNG SHANG PAO (工商報)

Established 1918.
Published every morning in the Chinese language.
Circulation: 5,546.
No. of Pages: 8-10.
Size of type-page: 14″ × 19½″.
No. and size of columns: 12 cols. width 14″, length 1⅝″.

KIANGSU PROVINCE

NANKING

CONSTRUCTION OF CHINA (中國建設)

Established 1926.
Published monthly in the Chinese language.
Circulation: 30,000, 30% local and 70% outports.
Size of type-page: 5″ × 8″.
No. of pages: 80-100 per issue.

SHANGHAI

THE KOPEIKA (考畢克)

Established March 1932 in Shanghai after 9 years in Harbin.
Published daily in the Russian language.
Circulation: 4,500, 80% local and 20% outports.
No. of pages: 8.
Size of type-page: 14½″ × 19″.
No. and size of columns: 7 cols. width 2⅛″.

MIN PAO (People's News) (民報)

Estabilshed 1932.
Published every morning in the Chinese language.
Circulation: 10,000.
No. of pages: 10-12.
Size of type-page: 14¼″ × 20½″.
No. and size of columns: 12 cols. width 14¼″, length 1-11/16″.

SHUN PAO YUEH KAN (申報月刊)

Established July, 1932.
Published monthly in the Chinese language.
Circulation: 50,000.
No. of pages: 150.
Size of type-page: 5½″ × 8″.

SOOCHOW

SOOCHOW MIN PAO (蘇州明報)

Established 1917.
Published every morning in the Chinese language.
Circulation: 5,000, 70% local and 30% outports.
No. of pages: 8.
Size of type-page: 14½″ × 19½″.
No. and size of columns: 10 cols. width 14½″, length 2″.

WUSHIEN JIH PAO (Soochow Daily News) (吳縣日報)

Established 1916.
Published every morning in the Chinese language.
Circulation: 3,000.
No. of pages: 4.
Size of type-page: 13¼″ × 19½″.
No. and size of columns: 8 cols. width 13¼″, length 2½″.

WUSIH

SIN WU SIH (新無錫)

Established 1911.
Published every morning in the Chinese language.
Circulation: 2,500.
No. of pages: 4.
Size of type-page: 13½″ × 20″.
No. and size of columns: 10 cols. width 13½″, length 2″.

KWANGSI PROVINCE

KWEILIN

KWEILIN JIH PAO (桂林日報)

Established 1934.
Published every morning in the Chinese language.
Circulation: 1,600.
No. of pages: 8.
Size of type-page: 14″ × 19″.
No. and size of columns: 10 cols. width 14″, length 1⅞″.

WUCHOW

WU CHOW JIH PAO (梧州日報)

(Reorganized from the former Wuchow Min Kuo Jih Pao).
Established July, 1924.
Published every morning in the Chinese language.
Circulation: 5,000, 60% local and 40% outports.
No. of pages: 8.
Size of type-page: 13¾″ × 19″.
No. and size of columns: 10 cols. width 13¾″, length 1.9″.

KWANGTUNG PROVINCE
(INCLUDING HONGKONG)

CANTON

YUEH WA PAO (South China News) (越華報)

Established 1928.
Published every morning in the Chinese language.
Circulation: 20,000.
No. of pages: 8.
Size of type-page: 16″ × 22″.
No. and size of columns: 7 cols. width 16″, length 3⅛″.

HONGKONG

TSUN WAN YAT PAO (Universal Circulating Herald) (循環日報)

Established 1873.
Published every morning in the Chinese language, excepting Sundays.
Circulation: 20,000.
No. of pages: 16-20.
Size of type-page. 15½″ × 21″.
No. and size of columns: 8 cols. width 15½″, length 2⅝″.

MACAO

A VOZ DE MACAU

Established 1927.
Published every evening in the Portuguese language, excepting Sundays.
Circulation: 1,500, 80% local and 20% outports.

MANCHURIA

HARBIN

THE ZARIA

Established 1920.
Published every morning in the Russian language.
Circulation: 8,000, 75% local and 25% outports.
No. of pages: 8 daily, 16. Sunday
Size of type-page: 14½″ × 20″.
No. and size of columns: 7 cols. width 2″.

HARBINSKOYE VREMYA

Established 1931.
Published every morning in the Russian language.
Circulation: 12,000, 70% local and 30% outports.
No. of pages: 12 daily, and 20-28 on Sundays.
Size of type-page: 14½″ × 20″.
No. and size of columns: 7 cols. width 2″.

DAIREN

DAIREN SHIMBUN

Established 1914.
Published every morning & evening in the Japanese language.
Circulation: 50,000 of which 60% is circulated locally and 40% is sent to outports.
No. of pages: 12.
Size of type-page: 15″ × 19½″.
No. and size of columns: 13 cols. width 15″, length 1½″.

MANCHURIA DAILY NEWS

(滿州日報)
Established 1908.
Published every morning in the English language.
Circulation: 2,500, 40% local and 60% in cities along the South Manchurian Railway line in Manchuria.
No. of pages: 4-8.
Size of type page: 14½″ × 20″.
No. and size of columns: 6 cols. width 2¼″.

HEILUNGKIANG

HEILUNGKIANG MIN PAO

(黑龍江民報)
Established 1928.
Published every morning in the Chinese language.
Circulation: 3,000.
No. of pages: 4.
Size of type-page: 13½″ × 19½″.
No. and size of columns: 12 cols. width 13½″, length 1⅝″.

KIRIN

KIRIN JIH PAO (Kirin Daily News) (吉林日報)

Established 1920.
Published every morning in the Chinese language.
Circulation: 3,000.
No. of pages: 8-10.
Size of type-page: 14½″ × 20″.
No. and size of columns: 10 cols. width 14½″, length 2″.

TUNG SHEN JIH PAO (東省日報)

Established 1925.
Published every morning in the Chinese language.
Circulation: 3,000.
No. of pages: 6-8.
Size of type-page: 14″ × 20″.
No. and size of columns: 12 cols. width 14″, length 1⅝″.

SHANTUNG PROVINCE

TSINAN

TSINAN EVENING NEWS

(濟南晚報)
Published every morning in the Chinese language.
Circulation: 11,000.
No. of pages: 12.
Size of type-page: 9″ × 14″.
No. and size of columns: 4 cols. width 9″, length 3½″.

TSINGTAO

TSINGTAO TIMES

Established 1924.
Published every morning in the English language, excepting Mondays.
Circulation: 2,000, 90% local and 10% outports.
No. of pages: 8-12.
Size of type-page: 13½″ × 18¾″.
No. and size of columns: 6 cols. width 2¼″.

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